



Distribution Company Serves Up New Cereal Partnership

Leading Sales and Distribution Company GM Marketing Ireland Ltd have made a stirring start to 2013 with an exciting new partnership with Nestlé Cereals.

The Belfast based company who specialises in selling and distributing a number of leading FMCG brands have teamed up with Nestlé Cereals to grow visibility and availability of their brands in Northern Ireland for the benefit of both retailers and consumers.

GM Marketing Managing Director, Gerard McAdorey said: "We are very excited about the new partnership with Nestlé Cereals and are delighted that they chose us as their route to the Northern Ireland market place. We are confident we can build on the success of the Nestlé brand and increase sales and distribution. To help us grow the Nestlé business we are currently recruiting for a number of new positions including a National Account Manager, Buyer, Marketing Executive and two Telesales operatives which will strengthen our experienced team. We have also made a significant investment in updating our IT systems so we can improve the service we provide to our customers.

Nestlé Cereals Business Manager, Rakesh Shah added: "GM Marketing have a young team that has embraced new technologies and has an innovative and exciting way of approaching the Northern Irish market. We feel we can form a strong team that together will grow Nestlé's breakfast cereal brands and provide retailers and consumers with more choice and value."

Nestlé Cereals are ranked number two cereal manufacturer in the UK, with five brands in the top 20 ready to eat cereal brands including Cheerios, Honey Cheerios, Shredded Wheat, Shreddies and Cookie Crisp. They hope to increase this in 2013 and have invested millions in a multi media marketing and advertising plan to promote their key brands. They have also conducted extensive market research with their customers and have introduced new smaller price marked packs which will help retailers manage cash flow better, take up less storage and offer a broader range for the same investment.

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