



Muntons plc
Cedars Maltings
Stowmarket
Suffolk
IP14 2AG

Dear Homebrew retailer,

Muntons is proud of its heritage in homebrewing and is keen that all homebrewers have access to Muntons products when selecting their brewing materials.

Last year we created a marketing and innovation plan to provide a better service to our community of homebrew retailers and homebrewers. Included in this is the development and launch of innovative products that excite the market, and to establish a clearer way for the small amount of traffic visiting Muntons website and social media pages to purchase Muntons products.

Whilst we supply our products through the established distribution channels, we identified the need for online retailers to have a page dedicated to Muntons homebrew products. We trialled this with an online retailer and whilst traffic was small, it was well received by visitors who could view our products to purchase when visiting our website and social media platforms. We are now inviting other retailers to be listed on our website as stocking Muntons products. This can happen in two ways:

How to be listed as a [Muntons stockist](#):

- Stock 1 or more Muntons product
- Contact your Distributor, or Muntons directly to be listed and complete a data consent form

What you will receive:

- Listed on our 'find a local stockist section' with your Business name, address, contact details and website visible

How to be listed as a [Muntons online retailer](#):

- Stock the full range of Muntons Connoisseurs, Muntons Flagship, and the upcoming Muntons Brewing Ingredients
- Create a page on your website that lists Muntons products only
- Contact your distributor and ask to be recommended as a Muntons retailer

What you will receive:

- A direct link to your webpage on the Muntons website, capturing a proportion of our social media and website traffic

If you have any questions regarding the above, please get in touch with your Muntons contact.

As always, thank you for your support and custom.

Your Muntons Homebrew Team



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