

GM Marketing (Ireland)

Making the Irish connection

DETAILS

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KEY SERVICES

Sales
Marketing
Distribution

Brand-building distributor GM Marketing is helping businesses navigate the challenges faced by many FMCG brands as a result of Brexit complexities. Based in Belfast, Northern Ireland, it says it is in a unique position to service FMCG brands struggling to access the Irish retail market because of the UK-EU Trade Agreement.

Although part of the UK, Northern Ireland remains in the EU Customs Union for goods, and GM Marketing is a full-service distributor for several top grocery brands, such as Filippo Berio, Tilda Rice and Fox's biscuits. It imports products to its Belfast warehouse and sells on to the Republic of Ireland, giving brands the opportunity to sell to an Irish business, while simplifying the customs process and navigating any complexities on their behalf, it says.

GM Marketing's group finance director James Woods explains: "At the beginning of Brexit, we formed a committee of internal finance and



“Our team has the expertise to get products into Ireland efficiently and competitively”

operations heads, along with external tax, customs and legal experts, and our team has now built the expertise to ensure we can get products into Northern Ireland efficiently and at a competitive price.

“If your business is struggling to access and supply your customers in the Irish market due to any Brexit issue, we are here to help.”



In a post Brexit era, GM Marketing are the first stop for brands wanting to succeed in the Irish retail market.

We're a Belfast based distributor with 21 years' experience of representing and building brands across Northern Ireland and the Republic of Ireland.

Get in touch and keep your Brand in the hands of Irish consumers.

We Build Brands

Sales | Marketing | Distribution

www.gmmarketing.co.uk