



April 2025

Dear friends, customers, and suppliers,

We are delighted to share some exciting news with you.

Rivals for generations – now partners.

From 26th April 2025, SH Jones Wines and Frazier's Wine Merchants will unite to form a new business: **Frazier Jones Wine Merchants**.

In a challenging and ever-evolving marketplace, it makes perfect sense for two respected, multi-generational, family-run wine merchants to come together. By joining forces, we aim to continue delivering the exceptional service, value, and expertise you've come to expect – and more – while maintaining the core values that have defined both companies for decades.

What's not changing?

The people you deal with, the wines you enjoy, the prices you expect, the delivery schedules you rely on, and our shared commitment to providing a flexible, personalised service tailored to your needs.

What is changing?

The name, and some of the paperwork. From 26th April, both companies will operate under the name **Frazier Jones Wine Merchants**, based at our modern, sustainable premises on **Stirling Road, Solihull**. This enables us to hold greater stock and offer an even broader selection of wines and spirits, enhancing our ability to meet your requirements – including any special or bespoke requests.

In the coming weeks, the existing websites and phone numbers for both companies will redirect to our new central contact point: **frazierjones.wine** and **0330 055 0022**.

We are also pleased to announce that **William Frazier and Richard Jones will be Directors of the combined business**, with **Greg Shaw appointed as Company Secretary**.

William Frazier, Managing Director of Frazier's Wine Merchants, said:

"Since the challenges brought on by COVID in 2020, our two businesses have been working increasingly closely. This merger of people, resources, and relationships gives us a robust foundation to grow and serve our community with outstanding wines that offer both quality and value. It allows us to build further on our core principles: buy, sell, and educate."

Greg Shaw, Director of SH Jones, added:

“To continue supporting our customers in today’s demanding environment, we need both scale and adaptability. This merger allows us to do just that, while upholding the service, expertise, and values that have always been at the heart of SH Jones. We are building for the future – for our customers and the next generation.”

Our team will be in touch over the coming days to ensure a seamless transition. Should you have any questions, please do not hesitate to contact Greg or William directly.

Yours sincerely,

Richard Jones, Gregory Shaw, John Frazier, and William Frazier
SJ Jones Limited and Frazier’s Wine Merchants Ltd.

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