

MDCV UK Announces Strategic Distribution Partnership with LWC for Silverhand Estate and Harlot Brands

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MDCV UK is proud to announce a new distribution agreement with leading UK drinks wholesaler, LWC, for its English wine brands, Silverhand Estate and Harlot. Set to go live from May 1st, 2025, the partnership positions LWC as MDCV's preferred distribution partner, further strengthening access to English wines across the UK's on-trade.

LWC's specialist network of regional distribution hubs offers unrivalled reach, helping to deliver affordable luxury wines to consumers nationwide, while MDCV UK's significant vineyard holdings and production capacity (it is one of the largest wine producers in the UK, with over 900 acres under vine and 500,000 bottles produced annually and growing to >1m in 2026) bring scale and momentum to the growing English wine category.

'We're thrilled to partner with LWC,' said Gary Smith, CEO of MDCV UK. 'Their deep understanding of the on-trade, coupled with a strong and growing reputation in the wine sector, makes them the perfect partner to support our mission of making English wine more accessible, more sustainable, and more exciting than ever.'

LWC has been consistently recognised for its excellence in wine distribution, recently named 'On-trade Wine Supplier of the Year' at the 2024 People's Choice Awards, 'Value Merchant of the Year' at the SWA's, and ranked 2nd in *Harpers Wine & Spirit Magazine's* Top 50 Drinks Wholesalers. MDCV UK has also earned acclaim, with wins at the 2024 People's Choice Wine Awards, the 2024 London Wine Competition, and Effervescents du Monde 2022 for their Silver Reign, a wine well-suited for by-the-glass service. Together, both companies demonstrate a shared ambition to make premium wine more accessible across the on-trade.

The partnership is also rooted in shared sustainability values. Both businesses prioritise environmental responsibility across their operations. LWC has recently outlined ambitious ESG goals, reinforcing its leadership in sustainable distribution — a natural alignment with MDCV UK's own commitment to environmental stewardship, with Silverhand Estate recently becoming the UK's first carbon negative vineyard.

With a shared passion for quality, sustainability, and accessibility, this partnership reflects both businesses' commitment to driving the English wine category forward and helping consumers to Drink English, Drink Local and Drink Sustainable.