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Komerz submits a bid for Majestic Wine, challenging Tesco.

The reported offer sets up a contest for a retailer with more than 200 stores and a hospitality supply business.

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Komerz, the owner of Great Wines Direct, has submitted a bid to buy Majestic Wine, opening a direct challenge to Tesco in the auction for one of Britain’s best-known wine chains, according to a Sky News report published Thursday.

The move sets up a contest between two very different kinds of buyers. Komerz is described as a company focused on online wine sales, while Tesco is one of the country’s largest supermarket groups and has shown strong interest in expanding its position in the wine market through an acquisition of Majestic, Sky News reported.

Majestic is a significant business in the British drinks trade. The company operates more than 200 stores and also supplies wine and spirits to hospitality customers, giving it a presence both in consumer retail and in the on-trade market that serves bars, restaurants and other venues. That footprint means the sale is being watched beyond the immediate auction process.

Sky News said Komerz’s offer is aimed at strengthening its market position and broadening its customer base. For Tesco, a deal for Majestic would add a specialist wine retailer to its wider grocery business and could deepen its reach in a category where branding, product range and customer advice still matter alongside price.

The report did not disclose the value of Komerz’s bid or provide further detail on the structure of the auction. It also did not say whether other bidders are involved or when a final decision might be made. What is clear from the competing interest is that Majestic remains an attractive asset in a market where scale, direct customer relationships and distribution networks are important.

Industry experts cited by Sky News said the competition for Majestic could drive up the value of the transaction and affect consolidation plans in the British wine market. A contested process can raise the pressure on bidders to improve terms, especially when the target has an established store base, a recognized brand and links to both retail customers and hospitality buyers.

The sale also has the potential to matter more broadly across the drinks sector. Because Majestic combines a national retail network with supply operations for wine and spirits, a change in ownership could influence how those products move through

the UK market. That could eventually affect suppliers, wholesalers, restaurants and consumers, depending on the strategy pursued by a new owner. A supermarket-led approach and an online specialist-led approach would not necessarily produce the same priorities in pricing, distribution or customer reach.

Komerz's intervention suggests that strategic buyers still see room to grow in specialist drinks retailing even as larger supermarket groups look for ways to strengthen category positions. For producers and distributors of wine and spirits, the outcome of the auction could shape future access to shelf space, commercial partnerships and routes into hospitality accounts.

Neither bidder's full plans for Majestic were detailed in the report. But the presence of Tesco and Komerz in the process points to the value of Majestic's brand, store estate and supply relationships at a time when ownership of established sales channels remains a key issue in Britain's wine and spirits business.