

Wines & Spirits

Formed in 1997 by Steve Perez, GBL International has grown spectacularly from a standing start to a turnover in excess of £80 million. The company's main trading activity is the selling and branding of alcoholic premixers which are substantially outselling other drinks throughout the UK. The company exports throughout Europe and has expanded into parts of Asia and America. Due to the exceptional success of their VK range, they have already had to move to larger premises in the Chesterfield area. GBL is committed to producing quality and innovative brands and delivering total customer satisfaction.

Steve Perez says: *"Merlin is an excellent system for sales-led businesses. The sales data is limitless, the system is flexible, and bespoke work can be provided for special requirements. Chatsworth offer an excellent service for all our IT needs, and manage to make matters clear and simple for those of us who are not computer specialists."*



Industry: Wines & Spirits

Established: 1977

Previous System: Fairway

Installed Merlin: 1999

Branches: 1

No of users: 32