Bartons Group expands into the Midlands with acquisition of Coventry wholesaler Baby Bottles

Friday 6 November, 2026

The family-run drinks wholesaler has completed its first acquisition, extending its reach from the North West into the Midlands and securing a strong long-term home for the Coventry business.

BIRMINGHAM, UK – 6 November 2026 – Headpoint Advisors has advised the shareholders of Baby Bottles (Wholesale) Limited on its sale to JT Barton Group Limited. Headpoint ran a bespoke sale process, adding to its track record of advising family-owned businesses.

Baby Bottles was founded in Coventry in 1986. Over almost four decades, it has become a leading regional delivered wholesaler, supplying alcoholic drinks, snacks and bar supplies to on-trade customers across the Midlands.

The business has built strong, long-standing relationships with key brand owners including Molson Coors, Heineken, AB InBev, Carlsberg Britvic and Asahi.

Bartons Group is a family-run independent drinks wholesaler, supplying kegs, cask and bottled beer, wines, spirits, soft drinks and other bar supplies to pubs, clubs, bars and restaurants across the North West.

Marking Bartons' first acquisition, the transaction expands the group's reach into the Midlands and brings in a well-regarded Coventry wholesaler with deep roots in the region and a loyal customer base.

Together, the two businesses form a stronger wholesale group spanning the North and the Midlands, with greater scale, wider geographic coverage and closer relationships with key brand owners.

The process ended with an outcome that secures a strong long-term home for the business and its people.

Craig Barton, Managing Director of Bartons Group, said:

"We are absolutely delighted to welcome Baby Bottles Wholesale Limited into the Barton Group.

"Baby Bottles is a fantastic business with an excellent reputation, a loyal customer base and a dedicated team who have worked hard to make it the success it is today.

"We look forward to supporting the team, building on their success and welcoming everyone into the wider Barton family."

Sam Wright, Managing Director of Baby Bottles Wholesale Limited, added:

"This is an exciting new chapter for Baby Bottles, and I'm delighted to be leading the business as we become part of the Barton Group.

"Becoming part of the Barton Group gives us the confidence and support to build on what we have already achieved, while retaining the identity and personal approach that make Baby Bottles special.

"I'm incredibly proud of the business and excited about what the future holds for our team and our customers."

The Headpoint sale process was led by Henry Baker, assisted by Ben Skym, with partner support from Mark Wilson.

Higgs LLP advised the sellers on the legal aspects of the transaction. Barkers Accountants provided accounting and tax advice.

Media:



Related Sectors:

Business & Finance :: Food & Drink ::

Related Keywords:

Bartons Group :: Baby Bottles :: Headpoint Advisors :: Coventry :: West Midlands :: Drinks Wholesale :: Family Business :: Mergers & Acquisitions :: Corporate Finance ::

Scan Me:

Company Contact:

Headpoint Advisors

T. 0845 544 0500
E. rachaelessex@headpointadvisors.com
W. https://www.headpointadvisors.com/

Additional Contact(s):
victoriabond@headpointadvisors.com, markwilson@headpointadvisors.com

View Online

Additional Assets:

Newsroom: Visit our Newsroom for all the latest stories:
https://www.headpoint-advisors.pressat.co.uk