

Headpoint Secures Strategic Sale of 150-Year-Old Pinnock Brothers to NWF Group Plc

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Birmingham, UK – Headpoint Advisors has successfully advised the shareholders of Pinnock Brothers Limited on the sale of the historic, fourth-generation family fuel distributor to AIM-listed NWF Group Plc.

The deal, completed in April 2025, sees Berkshire-based Pinnock Brothers - a business with a heritage stretching back over 150 years - join forces with one of the UK's leading fuel distribution groups. The move marks another key milestone in the consolidation of the UK's fragmented fuel market and reinforces NWF Fuels' strategic expansion across southern England.

Headquartered in Nantwich, NWF Group's Fuels division delivers over 650 million litres of fuel annually and is now strengthened by the addition of Pinnock Brothers' loyal customer base and strategically located depots in Thatcham and Kintbury.

Andrew Pinnock, former owner of Pinnock Brothers, commented:

"I would like to thank Headpoint for all their help, guidance and support throughout the sale process. It has certainly been a journey and with the Headpoint team by our side, we had the courage to make it to completion."

Mark Wilson, Partner at Headpoint Advisors, said:

"It was a great privilege for Headpoint to be trusted to advise on the sale of such a highly respected, fourth-generation family business with a proud legacy and a deep connection to the communities it serves. We're delighted to have helped deliver a deal that ensures that legacy continues and achieves a great outcome for the Pinnock family."

This is not the first time Headpoint has advised in the oil distribution space. The firm also worked on the earlier sale of Oxfordshire-based Sweetfuels to NWF - a clear signal of Headpoint's growing reputation as the go-to advisor for family-owned businesses in this evolving sector.

The Headpoint deal team comprised Mark Wilson, Oliver Stephens, and Joseph Lowe. Legal and tax advice to the shareholders was provided by Graham Spalding, Nicola Vernan and Lee Thompson of Ladders Solicitors LLP, Lisa Stevenson of Parisi Tax LLP, and Chris Davies and Sarah Lee at UHY Ross Brooke.

NWF was advised by CEO Chris Belsham, supported by Dave Walmsley, Managing Director of NWF Fuels and Amar Bilal Anwar, with legal counsel from Rupert Gill and the team at Brabners, alongside Ros Jones of Dow Schofield Watts.

About Headpoint Advisors

Headpoint Advisors is a corporate finance advisory firm focused on helping ambitious business owners navigate complex sales, acquisitions, and capital events. With deep expertise in owner-managed and family-run businesses, Headpoint combines strategic insight with hands-on deal execution. The firm is particularly known for its work in fragmented markets such as oil distribution, professional services, and specialist manufacturing - where consolidation and timing are key.

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