Totally Wicked Announces Expansion into 11 New Vape Stores

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Contact: Neil Joyce. Email – Neil.joyce@totallywicked.co.uk. Phone – 01254 692244

As of the 24th of February 2020, the Totally Wicked Group has acquired part of the Vape & Juice retail estate of 11 stores located across the South East of England.

This addition to their retail network which currently sits at circa 150 bricks and mortar stores nationwide, is testament to the ambition of Totally Wicked as a category leader. In the past 18 months Totally Wicked has expanded its operation into wider convenience and FMCG outlets, including 734 WHSmith's travel and retail stores, 343 Sainsbury's stores, 450 EuroGarages (EG) locations, as well as retail solutions in Bargain Booze, Penny Petroleum, Applegreen Service Stations and more.

Totally Wicked Chief Executive Officer Marcus Saxton said:

> "We remain both extremely confident and purposed behind our plans to maintain and grow our position as the World's Premier Vaping Retailer, and these 11 stores represent a significant and strategically important role in fueling our ambition alongside our other growing channels to market."

Totally Wicked has been empowering smokers since 2008 through their combination of 150 dedicated retail stores, leading e-commerce site totallywicked.co.uk, and nationwide high street and convenience retail partnerships with EuroGarages, WHSmith & Sainsbury's as well as sponsorships of prestigious Rugby League club St. Helens R.F.C, and Premier League winners Blackburn Rovers FC, based in Totally Wicked's home town.

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Company Contact:

Totally Wicked Ltd

T. 01254 692244
E. marketing@totallywicked.co.uk
W. https://www.totallywicked-eliquid.co.uk

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