

# Totally Wicked Announces New Partnership with Sainsburys

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- Press Statement -

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Totally Wicked is proud to announce that as of February 16th, 2020, a succinct range of Totally Wicked e-liquids will be available to purchase in more than 340 Sainsbury's stores nationwide. The partnership follows in the footsteps of previous successful collaborations between Totally Wicked and high-profile retail outlets.

Since 2008 Totally Wicked has been empowering smokers to transform their lives with a safer alternative\*. In October 2017, Totally Wicked secured a strategic partnership with the EuroGarages Group (resulting in the introduction of the Totally Wicked brand in over 380 sites across the UK, subsequently EG have seen significant incremental growth in their vaping sales category. In 2019, Totally Wicked extended its convenience presence with a roll out across WHSmiths' s high street and travel businesses.

These landmark collaborations emphasise Totally Wicked's ambition to partner with selective retailers that complement their hugely successful 160 nationwide retail estate, and industry leading e-commerce platform [www.totallywicked-eliqid.co.uk](http://www.totallywicked-eliqid.co.uk), reinforcing Totally Wicked's position as the UK's premier vaping brand.

Marcus Saxton, Totally Wicked CEO said:

***"We are delighted that a selection of our premium Totally Wicked products will be sold through such prestigious retailers. This continues to support our shared purpose of 'enabling smokers to transform their lives' by providing access to the Totally Wicked brand in locations where millions of smokers/vapers find it most convenient to purchase."***

There are more than 3.6 million vapers in the UK. As the market grows, vaping consumers are becoming more demanding; expecting the best quality, well known brands to be available as part of their habitual purchasing routine. With cigarettes still being readily available at all major supermarkets & convenience stores, it's essential to also provide safer alternatives with the same level of convenience.

Whilst the vaping category is still in its relative infancy, it has grown at an astonishing rate over the last 11 years, and is now c£1.2b in scale\*\*. It is the combination of space to sales ratio, combined with the overall commercial return, that makes the vaping category so attractive to retailers. Many of the traditional FMCG category disciplines are now evident, whether this be category/need based merchandising, clear beacon brand leaders emerging from a fragmented supply base, and innovative display solutions enabling ease of shopping, away from traditional gantries, which limit shopper engagement.

Totally Wicked has continued to lead many of these milestones within the category; their iconic logo personifies their 'challenger' status around 'doing the right thing, and standing up for the people to challenge big tobacco', and their fabulous category leading innovation, including the hugely successful Red Label range, OTIUM CBD vape liquid, to the recent Totally Wicked byte closed pod device, plus 11 years of e-liquid expertise.

Combined with the advice and expertise that their 160 retail stores provide, and founding membership of the Independent British Vape Trade Association which seeks to drive a collective voice around standards, regulation and interaction with government bodies, you begin to understand why Totally Wicked has and continues to lead this exciting category.

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