

Margiotta to stock Waitrose products in new deal

Waitrose has announced a new partnership with the convenience shop, Margiotta.

More than 600 Waitrose products will become available in Margiotta's ten shops over the coming weeks with the first launch at their Dundas Street shop today. Six more locations will follow from tomorrow with products arriving in the remaining two Margiotta shops early in the New Year once refurbishment of those stores is complete.

Ready meals, free-from and vegan ranges, prepared fruit and vegetables, meat, snacks and store cupboard staples will all be available, as well as flowers and seasonal foods, which will include selection from the [Waitrose Christmas range](#).

Waitrose currently has two stores at Morningside and Comely Bank.

Margiotta is a family-run business that has been trading in Edinburgh for more than 30 years, priding themselves on the quality and freshness of their food. The choice of Waitrose products will add to their range of freshly baked goods and pastries and sandwiches, wraps and salads, which are made fresh every day by their kitchen.

James Bailey, Executive Director for Waitrose, said: "Margiotta is a long-standing, family-run business, which shares our values of quality and service and is perfectly placed to help meet our customers' needs in Scotland. We know convenience is key for many people and our partnership with Margiotta will

play an integral role in helping us to make Waitrose food and drink even easier to enjoy.”

Franco Margiotta, Managing Director of Margiotta Food & Wine said:“We are delighted to be stocking Waitrose food and drinks in our stores not only because of the quality of the products but also because of the new and increased range that we can now offer. We have always strived to bring the best food products for our customers to enjoy and I am sure that they will be equally delighted in our partnership with Waitrose.”

Waitrose food and drink will be available from the ten Margiotta shops from the dates below:

- 30 November – Dundas Street
- 1 December – Ashley Terrace, Comiston Road, Mayfield Road, Polwarth Gardens, Aberlady Village Store, Gullane and Forrest Road.
- Early 2022 – Lasswade Road and Warrender Park.



Margiotta's Aberlady Village Store