



## **SPECTUS Wine & Spirit Merchants Highlights Sustained Customer Feedback Ahead of Anniversary Year**

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SPECTUS Wine & Spirit Merchants, the family-run wine and spirit house established in 1997, has drawn attention to the customer feedback it has gathered over recent years, much of it from people who have used the company for well over a decade. The company has presented the pattern of that feedback as a reflection of its service and selection as it approaches its thirtieth year of trading in 2027.

The company operates two shops and an online service that delivers nationwide. According to the company, the recurring themes in the feedback are the breadth of the wine and spirits selection, the standard of service in the shops and online, and the educational side of the business, which includes courses, tastings and events. The company has stated that the comments come from customers across both its retail and online channels.

A defining feature of the feedback, according to the company, is its longevity. A number of those who have commented are described as long-term customers, several with relationships that span more than a decade and, in some cases, more than fifteen years. The company has presented this continuity as evidence that

customers return over extended periods rather than for a single purchase, and has linked it to the personal service it says it has offered since its founding.

Product selection is another theme identified by the company. Feedback gathered over time has covered a range of wines, spirits, chocolates and delicacies sourced from producers in several countries, as well as bottles that customers report being unable to find elsewhere in the local market. The company has stated that this breadth results from a process in which a team of wine and spirit professionals tastes and assesses products before they are offered for sale.

The standard of service has also featured consistently in the comments, the company has said. Feedback has addressed both the experience in the shops and the online service, with reference to staff assistance and the handling of orders placed for delivery. The company has stated that the same selection and advice are intended to be available whether a customer visits a shop in person or orders online, and that consistency across the two channels is a stated aim.

The educational side of the business also frequently appears in the feedback. Comments have referred to the courses, presentations, tastings and wine trips that the company organises, and to the role of these activities in helping customers understand the products they buy. The company has linked this to the SPECTUS Wine School, founded by George Hadjikyriacos in 1997, which runs structured courses for newcomers and enthusiasts alongside guided tastings, wine trips and dinners that pair food with wine.

George Hadjikyriacos, founder and managing director of SPECTUS Wine & Spirit Merchants, said sustained customer trust remained central to the business. "Trust built with customers over many years is the foundation on which the business stands," he said. "Feedback that points to selection, service and the sharing of knowledge reflects the standards the team has worked to maintain since 1997, and the responsibility that comes with them."

The company has stated that the feedback is consistent with the reasons customers have given for choosing the business over competitors, which it identifies as specialisation, customer service and the quality of its products. The company has also noted that walk-in visits and personal recommendations have historically been its main sources of new customers, a pattern it links to the long-term relationships reflected in the comments.

The company has set the feedback against its recognition record. SPECTUS Wine & Spirit Merchants was named Best SME in Cyprus at the 2018 InBusiness Awards, following a process that combined a committee assessment with a public vote. The founder also received the Premio MASI Giorgio Boscaini Award, an international recognition within the wine sector. The company has stated that the feedback and the awards together describe a consistent standard across its retail, online and educational work.

The company has emphasised that the comments span both its physical shops and its online service, indicating that the experience reported by customers is not confined to a single channel. It has added that the educational activity, together with corporate and private tasting events held for groups, is intended to extend its role beyond retail and into the wider understanding of wine.

The company has confirmed that customer feedback continues to be gathered and reviewed as part of its ongoing work, and that any individual comments are used only with the consent of the customers concerned. Further information about the business, its selection and its educational programme is available through the company's website.

SPECTUS Wine & Spirit Merchants is a family-run wine and spirit house founded in 1997. The company operates two shops and delivers across the country, offering a selection of wines, spirits, chocolates and delicacies, and is home to the SPECTUS Wine School. The business was named Best SME in Cyprus at the 2018 InBusiness Awards, and its founder, George Hadjikyriacos, received the Premio MASI Giorgio Boscaini Award.

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## **Spectus Wines & Spirits**

*SPECTUS was founded in 1997 with the purpose of importing and promoting selected fine wines, premium spirits, exquisite chocolates, and delicacies such as Foie Gras to Cyprus.*

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