



SPECTUS Wine & Spirit Merchants Sets Out Enhancements to Its Core Services

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SPECTUS Wine & Spirit Merchants, the family-run wine and spirit house established in 1997, has announced a series of enhancements to its main services, covering its wine and spirit selection, its online ordering and delivery, its gifting service, its wine education programme and its En Primeur service. The company has described the changes as a coordinated effort to refine the way customers choose, receive and learn about the products it offers.

The company operates two shops and an online service that delivers nationwide. According to the company, the enhancements have been introduced together to ensure a consistent experience whether a customer visits a shop in person or orders for delivery. The company has stated that the changes build on the methods it has used since its founding, rather than replacing them.

The first area of change concerns the product selection. The company has stated that its range of wines, spirits, chocolates and delicacies continues to be assessed by a team of wine and spirit professionals who taste and evaluate products before they are listed. The company has described recent work to broaden the choices available to customers, including adding more producers, while retaining the curated approach that

distinguishes a specialist merchant from a general retailer. The stated aim is to help customers find both familiar options and less common bottles with informed guidance.

A second area concerns the online service and delivery. The company has stated that its website and ordering process have been refined to make it easier for customers to browse the range and to choose with the same confidence they would have in the shop. Delivery extends across the country, supported by attention to storage and handling so that products reach customers in suitable condition. The company has described these improvements as a response to a broader move towards ordering speciality goods for delivery.

The gifting service forms a third area of enhancement. The company has stated that its wine, spirit and chocolate gifts and hampers have been developed to give customers a clearer range of options for occasions such as birthdays, celebrations and corporate events. The company has noted that demand for gifts rises sharply in the final weeks of the year, and that the refinements are intended to give customers more choice and a smoother experience during that period, with the team providing presentations and recommendations.

The fourth area concerns wine education. The company has stated that the SPECTUS Wine School, founded by George Hadjikyriacos in 1997, continues to expand its programme of structured courses, guided tastings, wine trips, and dinners pairing food with wine. The company has described the school as a distinguishing feature of the business, with corporate and private tasting events held for groups. It has linked the educational programme to its broader purpose of helping customers understand the products they buy.

A fifth area concerns the En Primeur service, through which customers can secure fine wines before they are bottled and released to the market. The company has stated that the service, sometimes referred to as wine futures, allows customers to reserve labels from regions such as Bordeaux, Burgundy and the Rhône Valley, typically delivered two to three years after the vintage and available by the case. The company has described En Primeur as offering opening prices that are generally lower than those the wines command once released, together with access to fine and rare bottles produced in limited quantities. The company has noted that refinements to this service are intended to make the process clearer for customers and to complement its specialist wine cellaring facility, where wines reserved in advance can be stored under controlled conditions until they are ready to be enjoyed.

George Hadjikyriacos, founder and managing director of SPECTUS Wine & Spirit Merchants, said the enhancements reflected the principles on which the business was built. "These improvements aim to make selection, service and education clearer and more accessible across every part of the business," he said. "Refining the way customers choose, receive and learn about wine continues the approach the family has followed since 1997, rather than departing from it."

The company has framed the enhancements in terms of the reasons customers have given for choosing the business. It has identified specialisation, customer service, and the quality of its products as the principal factors and stated that the changes are designed to strengthen each of these. The company has also pointed to its position as a family-run business with long-serving, knowledgeable staff, which it presents as central to the personal approach the enhancements are intended to support.

The company has set the changes against its 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, and founder George Hadjikyriacos received the Premio MASI Giorgio Boscaini Award, an international recognition within the wine sector. The company employs around 25 people across its two shops and delivery operation, and will reach its 30th year of trading in 2027.

The company has stated that the enhancements are now in effect across its shops and online service. It has described the changes as part of continuing work rather than a single event, and has indicated that further refinements may follow as customer needs develop. 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 curated 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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