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Komerz Secures Omnichannel Distribution Mandate for AQUA Carpatica across UK Retail and Wholesale

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Komerz, the global commerce operating system, has been awarded as the full omnichannel distribution partner for AQUA Carpatica, the premium natural mineral water brand sourced from the Carpathian Mountains of Romania. The expanded mandate spans wholesale, grocery multiples and digital commerce, with listings already secured across major UK wholesalers and retail groups.

This builds on a proven track record. Over the past 16 months, Komerz managed AQUA Carpaticaâ??s UK marketplace business, growing annual sales from Â£250,000 to Â£4.8 million on Amazon UK and establishing the brand as one of the leading premium waters on the platform. The full omnichannel mandate now takes that momentum into the broader UK retail estate.

Komerz is projecting Â£100 million in GMV for AQUA Carpatica within three years, a trajectory that would place the Romanian brand among the top ten players in the UK bottled water category. The mandate also follows Komerzâ??s recent back-to-back acquisitions of Pathformance and Glassbox, strengthening its retail measurement and performance optimisation capabilities across the UK and Europe.

The partnership reflects a broader shift in how premium international brands approach UK market entry. Komerz integrates demand creation, stock ownership, distribution control and real-time performance intelligence into a single accountable system - giving brand owners full commercial visibility without the operational complexity of managing multiple agency relationships.

â??We proved the model digitally. The omnichannel mandate allows us to unlock full-scale distribution while maintaining premium equity. When you control strategy, stock, and sell-through, growth becomes predictable rather than promotional,â? said Siddarth Shankar, Global COO, Komerz

â??Partners who truly own both the commercial outcome and the physical stock simply do not exist in todayâ??s fragmented ecosystem. Komerz takes full accountability - from demand creation to inventory risk. That removes a significant operational burden for brand owners like us and allows us to focus on long-term brand building rather than daily distribution complexity,â? • said Vassilis Stavrou, Valvis Holding (parent group of AQUA Carpatica)