



**MONARQ**  
drinks distribution & marketing group

## Monarq Group expands into U.S. Duty Free with exciting brands “positioned for success”

Liquor distribution and marketing company Monarq Group will launch four new brands into North America duty free at the IAADFS Show in Orlando.

Monarq, which distributes spirits, wine and beer in the Caribbean, Latin America and the U.S., will introduce to the market La Fée Absinthe, Cachaça 51, Molinari Sambuca and Purity Vodka.

“We are using the IAADFS show as a platform to introduce the brands for North America duty free, because, for me, this show is a once a year opportunity to show what company you are and the new brands you want to show the markets,” says Robert de Monchy, Monarq Group Managing Director. “We have been active in the

duty free channel for a

number of years, but now we are seriously moving into U.S. Duty Free on the travel retail side with a number of new brands in our portfolio that are new for the show.”

De Monchy says all four of these new brands are positioned for success in the region.

“La Fée Absinthe is a new category. It is a very much in the know category. It is something special, something new. I think that because it is quite a premium category and a premium product, it is interesting for duty free retail,” he says. “We have introduced La Fée with some accounts in

the Caribbean and South America, but not in North America. So it is new for North American duty free.”

With the growing popularity of Brazilian cocktail caiparinha, de Monchy is optimistic about the prospects for Cachaça 51.

“Cachaça 51 is a huge brand, but it has never been actively distributed in North America duty free before. If you look at the martini and cocktail market, the caiparinha is a trend and the caiparinha is being made with Cachaça,” he says. “Cachaça 51 is not only one of the leading spirits brands in the world, but it is also by far the number one Cachaça.”

Molinari Sambuca is another leading spirit Monarq is launching at IAADFS.

“Molinari is the number one Sambuca

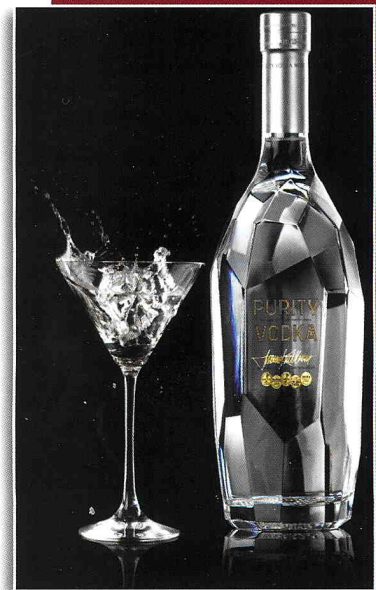
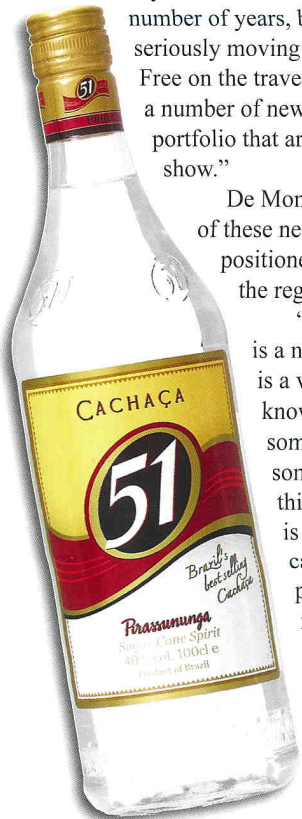
worldwide. So there is no reason the brand shouldn’t do well in the U.S., especially with the large Italian population. It is the Sambuca. I think it is a brand that can do very, very well.”

The quality of Purity Vodka will have it flying off the shelves in travel retail, says de Monchy.

“Purity Vodka is a new super premium vodka that is 100% natural produced in the south of Sweden in a castle. The crystal clear bottle is absolutely gorgeous. It is something you would expect in the

fragrance business,” he says. “Purity is really something that people will see and grab it off the shelves. It is such a gorgeous bottle that you would not throw it away after use.”

Monarq is already slowly seeding the new brands throughout the region.



“We have a listing for La Fée Absinthe with London Supply in Argentina. We have La Fée, Molinari and Cachaça 51 with a number of duty free operators in Miami,” says de Monchy.

With the introduction of these brands in North America travel retail and an improved economy, de Monchy is optimistic about 2010.

“For us last year was a little bit of a yo-yo. We had a very strong first and third quarter and the second and fourth were not so strong. It was kind of a hectic year. It was not a bad year for us, but it was up and down,” he says. “This January was our second best month ever so it was the greatest start to the year. The first quarter is looking very good. It looks like people are starting the new year on a positive note.”

Monarq Group will be exhibiting in Orlando at booth #1037.