

Monarq Group adds Goslings to Latin America and Caribbean portfolio

by Jason Holland

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Goslings Rums of Bermuda has formed a regional partnership with the Monarq Group.

Monarq will represent the Goslings portfolio in Latin America and the Caribbean for both domestic and duty free channels from 1 July.



Goslings Brothers Ltd is Bermuda's oldest business house and largest exporter. Goslings Rums said it had been driving an international expansion of the brand in recent years. The line features four products: the flagship Goslings Bermuda Black Seal Rum; Goslings Gold Bermuda Rum (in limited markets); Goslings Family Reserve Old Rum; and Goslings Gold Seal Rum.

Goslings also markets a ginger beer and a cocktail in a can called 'Dark 'n Stormy'.

Monarq Group Founder and CEO Robert de Monchy said the addition of Goslings to its portfolio coincided "perfectly well with our core competence of building premium spirits brands in Latin America and the Caribbean".

