



GOSLINGS AND MONARQ INK DISTRIBUTION DEAL

4th July, 2016 by Kristiane Sherry

Goslings Rums of Bermuda and agent and distributor Monarq Group have entered into a regional distribution partnership covering all countries across Latin America and Caribbean.



Monarq will now represent Goslings Rum across Latin America

As part of the agreement, effective 1 July, Monarq will represent Goslings Rums in domestic and duty free channels.

"Goslings is very excited, enthused and proud to partner with the Monarq Group and we look forwarding to working closely together to continue to grow our unique brand of award-winning rums in these important Caribbean and Latin American markets", said Malcolm Gosling, seventh-generation Goslings family member who is leading the brand's international expansion.

Robert de Monchy, founder and CEO of Monarq Group, added: "Both Goslings Rums and Goslings Stormy Ginger Beer are a great addition to our portfolio

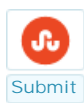
of leading premium independent beverage brands. This unique multiple award-winning authentic rum and ginger beer coincides perfectly well with our core competence of building premium spirits brands in Latin America and the Caribbean.

"We know the Gosling's brand for many years and are very much looking forward to start working together with the Goslings team and to over-achieve on our mutual expectations, taking the brand to the next level".

Goslings Brothers is said to be Bermuda's oldest business house and largest exporter. Its roots stretch back to 1806, when Englishman William Gosling sent his son James to sea, bound for the US, with £10,000-worth of wines and spirits. After ninety days he was diverted to Bermuda, where he decided to open a wine and spirits shop. Today the company markets a number of rum brands, a RTD cocktail and a ginger beer.



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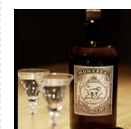
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