

MONARQ Group extends spirits portfolio



Alcoholic beverage distribution and marketing company MONARQ Group marked a decade in business in 2016 with its most successful year to date, says MONARQ managing director/owner Robert de Monchy.

“2016 has been another strong year with a double-digit growth rate. We celebrated our tenth anniversary with our best year so far. 2017 has started substantially above the same period last year,” he tells *TMI*.

De Monchy says that the spirits industry has trended towards unique high

quality premium products with true stories and that MONARQ’s spirits portfolio has reflected that change.

“The art of craftsmanship is rapidly coming back,” he says.

Single malt and specialty whiskies, gin and craft spirits have driven the growth for MONARQ’s portfolio, which has expanded to new categories over the past few years.

“We are very pleased with the portfolio development. Our portfolio philosophy is to offer a wide, but not a deep, portfolio of unique leading premium brands,

representing a selective number of brands in each of the relevant alcoholic beverage categories,” says de Monchy.

MONARQ has been delving into some interesting new products in new categories.

“We recently started with a portfolio of independent Japanese Whiskies, namely Mars-IWAI, Togouchi and Akashi. On top of that, we started working with Gosling’s Bermuda Rum, Anchor Steam Beer, Paul John Indian Single Malt Whisky, Knapogue Castle Single Malt Irish Whiskey and the BB&R portfolio, including The Glenrothes Speyside Single Malt.”

MONARQ recently gained new listings for Greenall’s, Opihr and Thomas Dakin London Dry Gins with London Supply and also listed Heineken with JPT in Chile and Anchor Steam Beer on board the cruise ships of Holland America Line.

Looking forward, de Monchy is cautious about what effect the so-called “Trump Effect” might have on business:

“It’s too early to feel the impact but I expect this may unfortunately negatively influence American products in parts of Latin America, especially in Mexico.”

Fraternity Spirits focuses on expanding distribution in the Americas

Fraternity Spirits is focusing on Tequila Corralejo and El Ron Prohibido at the Duty Free Show of the Americas (Booth 707), hoping to expand distribution in the region.

The company has new additions to its portfolio, which it will debut to the region in Orlando.

Corralejo Extra Añejo 1821 is a 100% blue agave tequila produced from double distillation in copper pot stills and aged for 36 months in oak barrels with a capacity of no more than 200 liters.

Ron Prohibido 12 and 15 (Gran Reserva) are produced under the solera system. The company says the aging process for “the Forbidden Rum” utilizes a series of oak casks arranged in three tiers with the combination of different

aged rums giving the rum a unique, mellow, sweet taste.

“We are delighted to be exhibiting at the IAADFS show once again. The Americas is a very important region for Fraternity Spirits, and we are confident that both our Corralejo Extra Añejo 1821 and Ron Prohibido 12 and 15 will be well-received,” says Raffaele Berardi, CEO, Fraternity Spirits.

