



Among other trends de Monchy sees in the region is an increased appetite for authentic single malts such as Tomatin

American evolution

Import, distribution and marketing company MONARQ's portfolio is becoming more refined in order to stay current, strong and balanced BY WENDY MORLEY

MONARQ Group import, regional distribution and marketing has carved a gilt-lined niche for itself. Headquartered in the Netherlands, the company's territory stretches from the US through to Argentina, with commercial offices and bonded warehousing in Miami, Mexico City and Santiago, Chile. MONARQ's portfolio is broad and premium, made up of brands that CEO Robert de Monchy feels bring strong elements to the table.

Strengthening south

As is the generally the case this year, the company's South American business has improved. "The Brazilian borders are picking up, particularly Paraguay and Argentina. Chile and Peru are also doing well," says de Monchy. The Caribbean is inconsistent from country to country, however. "The Caribbean has some weaker spots," he continues. "This is mostly due to economic downturns. But overall it is performing well, more or less in line with the rest of the region."

Evolving portfolio

The company has picked up many brands in the past couple of years and will continue to do so, but recently has also let some brands go. "In order to have a premiumized, well-balanced and up-to-date portfolio we have decided to let go a number of a number of brands," says de

Monchy, adding: "We have recently added Passoa to our portfolio, which performs well in the Caribbean. Compass Box is performing very well – a truly innovative whisky portfolio with blended Scotch, blended malts and blended grains." The company is also in the process of picking up a few "exciting" new brands, although as of print date de Monchy declined to name them, saying it was premature.

Global trends

Certain trends are evident globally that de Monchy is also seeing in his territory: the interest in authentic, craft brands and regional products, for example. He also notes a strong market for beer and gin in addition to both single and blended malts. One of the biggest news stories in recent years is the surge in demand for specialty

and new world whiskies. Japanese whisky in particular has seen a massive boom around the world, and de Monchy says the three independent Japanese whisky distilleries MONARQ represents "are doing very well." He adds: "We represent brands such as IWAI, Mars, Komogatake, Togouchi and Akashi. We keep inventory in our bonded warehouse in Miami to guarantee constant supply for our customers in the Americas."

Success in this channel comes from a number of marketing strategies including promotions and exclusives. To this end, MONARQ has a big Formula 1 racing promotion coming up with Heineken in October, and the company is introducing a number of GTR exclusives with, among others, Heineken and Tomatin Highland single malt whisky. **A**



Japanese whisky has taken the world by storm of late, and MONARQ represents three independent distilleries with brands such as IWAI, Mars and Komogatake