

CÓDIGO 1530 TEQUILA announces partnership with MONARQ Group



Growing distribution in the Caribbean, Latin America & USA duty free channels, Código 1530 Tequila joins MONARQ Group's robust premium alcoholic beverages brand portfolio

Código 1530 Tequila, a private tequila perfected over five generations, produced and bottled at a dedicated family distillery in Mexico, has announced a partnership with leading independent drinks distributor, MONARQ Group. From September 2020, MONARQ Group will be the exclusive distributor for the Latin America and Caribbean domestic and duty free markets, as well as the USA duty free distributor for the Código 1530 Tequila portfolio.

"We have been carefully following and analyzing the latest trends in the tequila category, especially in its leading export market, the USA. During the last decade, consumers have been constantly trading up to higher quality products. Código 1530 Tequila is very well positioned in the ultra-premium segment of the market, while also offering a unique proposition of natural pink tequila, Código 1530 Tequila Rosa. We just love this type of true innovation, fully matching our company's DNA. Hence, no surprise that we are truly excited to partner with Código 1530 Tequila, introducing this wonderful brand in the domestic and duty-free markets of Latin America and the Caribbean plus USA duty-free," states Robert de Monchy, Founder & CEO of MONARQ Group.

"We are pleased to partner with MONARQ Group, as a leading player in the luxury spirits business throughout Latin America and the Caribbean. Our two companies share values with regards to premium brand building and innovation and are committed to long term, sustainable growth. We are excited to partner and look forward to unleashing the full potential of the Código 1530 brand," adds Ron Snyder, Co-Founder & Executive Chairman of Código 1530 Tequila.

Código 1530 Tequila joins MONARQ Group's robust premium alcoholic beverages portfolio, which includes Jack Daniel's, Heineken, Woodford Reserve, Peroni, Licor 43, Luxardo, Bols, Fernet Branca and Gosling's Rum, among others.