

Cono Sur and MONARQ Group announce distribution partnership



Sharing the same core values and respect for the environment, the addition of Cono Sur to MONARQ's robust alcoholic beverage portfolio is a natural a fit

This week, Cono Sur Vineyards & Winery, founded in 1993 with a vision to produce premium, expressive and innovative wines that convey the spirit of the new world, and MONARQ Group, leading independent regional drinks distributor, announced a distribution partnership. As of March 2021, MONARQ Group will be Cono Sur's exclusive distributor for markets in Central America, the Caribbean and USA Duty Free.

"[Cono Sur has expanded the boundaries of sustainable winemaking in Chile and become one of the most iconic global wine brands and a leader in organic wines. As a regional brand building company that prides itself on being at the forefront of innovation and sustainability, we are excited to partner with Cono Sur and grow its iconic wine portfolio throughout the markets of Central America and the Caribbean, plus USA Duty Free, including cruise ships,]" says Robert de Monchy, Founder & CEO of MONARQ Group.

"[During our search for a regional partner, we quickly came across MONARQ Group as a leading player in building premium wine brands. Cono Sur distinguishes itself by three main features: the creative use of technology, orientation toward quality and respect for the environment. We have identified the same features in our partner MONARQ and highly value the fact that we both are committed to the environment. Both MONARQ and Cono Sur have achieved Carbon Neutral status,]" adds Francois Le Chat, Global Commercial Director of Cono Sur.

Cono Sur joins MONARQ Group's robust alcoholic beverage portfolio, which includes Jack Daniel's, Woodford Reserve, Heineken, Asahi Group, Bollinger, Foley Family Wines, AIX Rosé, Licor 43, Fernet Branca, Lucas Bols, Ramon Bilbao, Villa Sandi, Norton and Gancia among others.