

Goslings strikes Latin America and Caribbean distribution deal with MONARQ

By **Wendy Morley** on July, 6 2016 | Spirits & Tobacco



Goslings Rums of Bermuda, the 210-year-old producer of award-winning rums, has formed a regional partnership with the MONARQ Group. MONARQ will represent the Goslings portfolio from July 1, 2016

in all countries of Latin America and the Caribbean. Goslings Brothers Ltd is Bermuda's oldest business and largest exporter. Since 2004, Goslings Rums has been spearheading a major international expansion of the brand.

Goslings offers three award-winning products: the flagship Goslings Bermuda Black Seal Rum, winner of the highest honor in the industry, the Platinum Award, 96 points, Superlative; Goslings Gold Bermuda Rum, available in limited markets; and the ultra-premium Goslings Family Reserve Old Rum, judged the #1 aged rum in the world.

Recently, a new amber rum called Goslings Gold Seal Rum was launched in selected markets. Goslings also markets a popular Goslings Stormy Ginger Beer in both regular and diet versions in five convenient sizes. In addition, it offers a Ready-To-Drink Dark 'n Stormy authentic cocktail in a can.

Malcolm Gosling, President & CEO, Gosling-Castle Partners Inc, the seventh generation Goslings family member who is leading the international brand expansion, said: "Goslings is very excited, enthused and proud to partner with the MONARQ Group and we look forward to working closely together to continue to grow our unique brand of award-winning rums in these important Caribbean and Latin American markets."

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."