

Rhum Barbancourt & MONARQ Group announce distribution partnership

Rhum Barbancourt, a family-owned distillery established in 1862 by Dupré Barbancourt, and MONARQ Group, leading independent drinks distributor, have announced a partnership. As of this week, MONARQ Group will be the exclusive Latin American and Caribbean domestic and duty free, plus USA Duty Free distributor for the Rhum Barbancourt portfolio.

“Rhum Barbancourt is the oldest existing rum distillery in Haïti and synonymous with the rich and storied Haitian culture and identity. It was our wish for many years to start working with Rhum Barbancourt, it’s one of those iconic true brands, offering a unique rum portfolio from the heart of the region that we operate in as a company. After 159 years, the distillery continues to produce the highest quality rum in the purest traditions and in accordance with every aspect of the original technique developed by Dupré Barbancourt, distilling 4-year, 8-year, 15-year-old blends along with white rum and a remarkable mango-pineapple spiced rum option.

We look forward to building the Rhum Barbancourt portfolio together, with Delphine Gardère Molere and her team, to grow this unique brand throughout the markets of Latin America and the Caribbean, plus USA Duty Free, including the cruise-ships,” says Robert de Monchy, Founder & CEO, MONARQ Group.

“In our search for a regional partner, we quickly came across MONARQ Group as a leading player in the spirits business. We have been very much like-minded since we started our conversations. Moreover, MONARQ has a strong reputation and portfolio, from which we can certainly benefit.

We look forward to re-inforcing Rhum Barbancourt's positioning as a global ambassador for Haïti and to this strong collaboration, which will benefit both our trade customers and most importantly, our consumers in these markets,” adds Delphine Gardère Molere, Owner & CEO, Rhum Barbancourt.

Rhum Barbancourt joins MONARQ Group’s robust alcoholic beverage portfolio, which includes Jack Daniel’s, Heineken, Asahi Group, Woodford Reserve, Herradura, Licor 43, Lucas Bols, Fernet Branca, Bollinger and Gosling’s Rum, among others.

Terms of the agreement were not disclosed.