

# Gruppo Montenegro announces distribution deal with MONARQ Group



# MONARQ

drinks distribution & marketing group

MONARQ Group will be the exclusive distributor for Gruppo Montenegro in Latin American and Caribbean domestic and duty free markets and US duty free

Gruppo Montenegro, established Italian Spirits and Food Manufacturer, has announced a partnership with leading independent drinks distributor, MONARQ Group. Beginning October 2019, MONARQ Group will be the exclusive Latin American and Caribbean domestic and duty free plus USA Duty Free distributor for Gruppo Montenegro and its portfolio of Italian spirits, including Amaro Montenegro, Select Aperitivo and Vecchia Romagna Brandy.

Robert de Monchy, founder and CEO of MONARQ Group, said: "As a brand building company that prides itself on identifying consumer needs and market opportunities, we are thrilled to partner with Gruppo Montenegro to grow their iconic portfolio of Italian spirits in Latin America, the Caribbean and USA Duty Free."

Robert Cullins, Regional Director - Americas, Gruppo Montenegro, added: "We appreciate MONARQ's commitment to compete in the luxury spirits business. As two companies that are committed to long term, sustainable growth, we are excited to partner and look forward to unleashing the full potential of our portfolio in Latin America."

Gruppo Montenegro joins MONARQ Group's robust spirits portfolio, which includes Jack Daniel's, Woodford Reserve, Herradura Tequila, St Germain, Santa Teresa Rum, Opihr Gin, Licor 43, Bols and Gosling's Rum, among others.

Terms of the agreement were not disclosed.