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Asahi and MONARQ expand distribution partnership

By **Laura Shirk**

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Following two years of working together on the Asahi portfolio in the Caribbean and Latin America, Asahi Beer USA and MONARQ Group have extended their partnership.

Starting August 2021, MONARQ will be the exclusive distributor for Asahi Super Dry in the US duty free and cruise ship channel and Puerto Rico.

Robert de Monchy, founder and CEO of MONARQ Group, said: “We have been working with Asahi in the Caribbean & Central America for the past two years, which proved to be a very successful and fruitful partnership. We are happy to extend this further to include Asahi Super Dry in US duty free and cruise ships, which coincides perfectly well with our ambitions in this channel. We look forward to working many more years with the Asahi team, achieving our mutual ambitious goals.”

Keith Fawcett, General Manager at Asahi Beer USA, added: “We are delighted to expand our partnership with MONARQ Group to include Asahi Super Dry in its US duty free and cruise ship channel and Puerto Rico. The past two years, MONARQ has been an admirable partner, successfully building the distribution, sales and marketing of the Asahi portfolio in a diverse region during challenging times. Consolidating to one dedicated partner for Asahi Super Dry throughout the region will support the continued success story for our brands in this part of the world.”

The Asahi Beer USA portfolio joins MONARQ Group's premium alcoholic beverages portfolio, which includes Peroni, Grolsch, Duvel, Heineken, Jack Daniel's, Seagram's Escapes, Woodford Reserve, Herradura, Bollinger, Licor 43, Fernet Branca, Malfy Gin and Gosling's.

MONARQ Group is a leading independent regional import, distribution and marketing company, developing premium alcoholic beverage brands. It operates in the domestic and duty free markets of Latin America and the Caribbean as well as US duty free. The company is headquartered in Amsterdam with offices in Miami, Mexico City and Santiago, Chile.

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