

Brown-Forman and Monarq strike distribution partnership



Brown-Forman and Monarq Group have entered into a regional distribution partnership.

As part of the agreement, effective July 1, 2019, Monarq will represent the Brown-Forman portfolio in 16 Caribbean markets.

Carlos Diaz, Director and General Manager – Latin America & Caribbean of Brown-Forman, said: “We are enthused to welcome Monarq to the Brown-Forman family and look forward to working closely together to continue to grow our brands in these important Caribbean markets. Given the importance of the territory, we took time selecting our partner. We are confident we have found a like-minded and ambitious company to take advantage of the opportunity to develop our brands, which are enjoying rapid growth across all key global spirits markets.”

Robert de Monchy, founder and CEO of Monarq Group, added: “The Brown-Forman brands are a great addition to our portfolio of leading premium alcoholic beverage brands. Internationally, the key brands, such as Jack Daniel’s, Woodford Reserve and Herradura are showing tremendous organic growth and the brand extensions are innovative and successful.

“This coincides perfectly well with our corporate philosophy of building premium and innovative drinks brands in the region. We are looking forward to working closely with the Brown-Forman team and outperforming our mutual expectations.”

Monarq Group was founded in 2006 and is a leading independent regional import, distribution and marketing company, focused on developing innovative alcoholic beverage brands in the premium segments.

It operates in Latin America, the Caribbean domestic and duty free markets plus US duty free.