

LeVecke and MONARQ announce distribution partnership

LeVecke Corporation, leading beer, wine and spirits producer, and MONARQ Group, leading independent drinks distributor, have announced a partnership. As of today, MONARQ Group will be the exclusive Latin American and Caribbean domestic and duty free plus USA Duty Free distributor for the LeVecke Corporation's line of spirits and RTDs.

“We are excited to work with a like-minded partner such as LeVecke, further enabling our mission to bring our customers innovative, quality-driven brands, created with purpose and passion. LeVecke has deep roots in the business of craft spirits, as farmers, distillers and blenders.

With our complementary portfolios there are numerous options for expansion such as the innovative and increasingly trendy ‘PAU Maui’ vodka, which is distilled in Hawaii from golden pineapples, and LeVecke’s strong offering in key trend and growth categories such as RTDs – including the Californian ‘Craft Spirited Cocktails’ brand ‘Beagans 1806’ and ‘Three Birds Hard Seltzers,’” says Robert de Monchy, founder & CEO, MONARQ Group.

“We are glad to expand our branded portfolio globally to the Caribbean and Central and South America. These markets are a key part of our growth strategy and are also a perfect match, particularly for our emerging environmentally and culturally conscious brands.

We also could not do it without great partners. MONARQ Group is an unparalleled leader in the region and is truly committed to growing our brands,” adds Neil LeVecke, CEO, LeVecke Corporation.

In business for over 70 years, LeVecke is a prominent U.S. family-led company, producing a vast range of niche and premium wine, beer and spirits, sold across the USA, Asia, Canada, Mexico, Europe and now in Latin America, the Caribbean and USA Duty Free. This development is consistent with LeVecke Corporation’s strategy of growing and expanding the branded and craft side of its business worldwide.

LeVecke Corporation 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 Champagne, Seagram’s Escapes, Barbancourt and Gosling’s Rum, among others.