

MONARQ Group and Ardnahoe sign exclusive distribution agreement



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MONARQ Group has announced a new partnership with Ardnahoe, the highly acclaimed Islay single malt Scotch whisky distillery. This exclusive agreement grants MONARQ the distribution rights of Ardnahoe across the Caribbean, Latin America domestic and duty free markets, as well as US duty free.

This strategic partnership marks a significant step for both companies, leveraging MONARQ's established distribution network and market expertise to bring Ardnahoe's distinct Islay single malt

whisky to whisky enthusiasts and connoisseurs throughout these markets. Ardnahoe, the newest, independently owned, distillery on Islay and the first to be built in over a decade, is renowned for its craftsmanship, traditional distilling methods, and unique flavor profile capturing the essence of Islay's rich whisky heritage.

MONARQ Managing Director, Robert de Monchy, expressed his enthusiasm for the partnership, "We are delighted to welcome Ardnahoe Distillery to the MONARQ portfolio. Ardnahoe embodies the passion, tradition, and exceptional quality that resonates with our philosophy. There are only few options from Islay and we are confident that this partnership with Ardnahoe Islay single malt Scotch whisky will satisfy the growing demand for high- quality, authentic and truly unique premium Scotch whisky."

Ardnahoe Founder, Scott Laing, added, "We are excited to partner with MONARQ, a regional import, distribution and marketing group that shares our commitment to quality and excellence. This collaboration represents a great opportunity to expand Ardnahoe's presence and reach new consumers who appreciate the rich heritage and distinctive character of Islay whiskies. We look forward to a successful journey together."

Through this partnership, MONARQ will initially cover Ardnahoe's core range, including its signature expressions, which have already garnered international recognition for their quality and flavor. The partnership aims to build brand awareness and strengthen Ardnahoe's position in key markets by tapping into MONARQ's established relationships with duty free operators, wholesalers, and retailers across the region.