

Monarq Group and Drink Recess Inc. announce distribution partnership



Drink Recess Inc.'s range of non-alcoholic relaxation beverages

[Monarq Group](#) and [Drink Recess Inc.](#) have partnered through a distribution agreement for the Caribbean, Latin America and USA duty free. This partnership will bring Recess' portfolio of non-alcoholic relaxation beverages to consumers throughout the region.

As the company notes, Recess has pioneered a new category of non-alcoholic relaxation beverages and is the category leading brand across three emerging sub-categories - Mood Enhancing Beverages, RTD Mocktails, and CBD Infused Beverages. Their range features Recess Mood, Recess Zero Proof Craft Mocktails, and Recess with CBD (pending regulatory clarity). Recess Mood and Recess Zero Proof Craft Mocktails can be distributed without any restrictions as they use Magnesium, Guayusa and Adaptogens as the core functional ingredients designed to deliver a calm cool collected feeling.

Monarq's Managing Director, Robert de Monchy, says, "We have been monitoring the recent trends, innovations, and diversifications in the RTD adult beverage space, especially in the US market. The landscape is rapidly changing with a wide scope of premium drinks with functional benefits and consumers increasingly looking to moderate their alcohol consumption. Consumers are adding supplemental beverages to their daily lives, replacing traditional soft drinks and juices with product that support a healthier lifestyle and general wellbeing.

"Recess is a unique, great tasting beverage that not only contains natural ingredients and less calories but also offers the opposite of stimulant, offering the consumer 'a recess' in their daily life. As the legalization of CBD-based products continues to roll-out across the globe including in our region, innovation around the health properties of CBD continues to see new applications amongst different consumer products, including the beverage category. It's our strategy to be the first mover in our

region when it comes to new categories and trends, so it was a natural fit for us to partner with Recess.”

Drink Recess’s Chief Financial Officer and Head of Sales, Chris Crowe added, “We are excited to partner with Monarq to bring the Recess portfolio of relaxation beverages and alcohol alternatives to the Caribbean and Latin America. We look forward to a strong partnership to develop this new category in the region and to help people feel calm, cool collected.”