

Monarq Group and The Lakes Distillery announce distribution partnership



The Lakes Distillery's Whiskymaker's Reserve No.4 was awarded World's Best Single Malt in 2022

[Monarq](#) and [The Lakes Distillery](#) have partnered through a distribution agreement for the Caribbean, Latin America and USA duty free. According to the company, this partnership will bring The Lakes English whiskies, gins and vodka to consumers throughout the region.

Monarq's Managing Director Robert de Monchy says, "We have seen the interest in our markets from consumers exploring beyond traditional Single Malts. This became evident with the successful introduction of a number Single Malts and Blended Whiskies in our portfolio from Ireland, Japan, and India. 'Whiskies of the World' has become a category of itself, and we have been monitoring the initial developments of English Single Malt in recent years. The Lakes Distillery showed an impressive performance for a relatively new Single Malt producer.

"As a clear testament of their commitment to quality, The Whiskymaker's Reserve No.4 was awarded World's Best Single Malt in 2022 by the World Whiskies Awards, so for us The Lakes Distillery was a perfect match for our expanding International Single Malt portfolio."

The Lakes Distillery's Director of International Sales, Andy Boughey added, "I'm delighted to have been able to formalize a partnership with Robert and the team at Monarq for The Lakes' award-winning portfolio of spirits. Our international growth to date has come through aligning with strategic partners across the globe who share our ambition and are excited about the opportunity to introduce consumers to our range. Having serious presence in the Caribbean, Latin America and USA duty free fits very nicely with our recent launch in the US domestic market, and the obvious experience and capability within the Monarq business gives me huge confidence that The Lakes has an ambitious

partner with the reach and resource equipped to support our growth ambitions in this exciting region.”