

MONARQ Group expands portfolio and online presence



MONARQ
drinks distribution & marketing group

As a leading independent regional, import distribution and marketing group of premium beverages, MONARQ Group is present among the domestic and duty free markets of Latin America & the Caribbean and the duty free channel of the USA. Following the monitoring and analyzing of the latest trends in the tequila category, specifically its leading export market (the USA), MONARQ Group recently added Código 1530 Tequila to its brand portfolio. With consumers continuing to trade up to higher quality products, this brand is well-positioned in the ultra-premium segment of the market. Offering a unique proposition of natural pink tequila, Código 1530 Tequila Rosa, according to Robert de Monchy, Owner and CEO of MONARQ Group, the innovative nature of this name matches the DNA of the company. In addition to signing Código 1530 Tequila, the group added Villa Sandi, the iconic premium prosecco, to its offering earlier this year. This range features La Gioiosa, the leader in Italy in the prosecco category.



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As a brand building company focused on identifying consumer needs and market opportunities, MONARQ Group has recognized that the millennial drinker is becoming more conscious of health and wellness. Consequently, the group partnered with Fluère Drinks to introduce non-alcoholic spirits. As an existing trend, it's believed that developing and maintaining a healthy lifestyle has contributed to the significant growth of the ready-to-drink (RTD) category. Along with the rise of the mixing and cocktail culture, appeal of convenience and greater selection of RTDs, the impact of health consciousness (and the so-called quarantine 15) has led to its growth.

“The COVID-19 global pandemic accelerated this trend. During the pandemic, off-trade focused products are performing better than others because in most markets this channel has remained open. Seagram’s Escapes is currently our strongest performing RTD brand; sales are way ahead of last year, which is very impressive. Rosé Spritz recently launched a new product and we are currently introducing the highly awarded range of Greenall’s G&T RTDs to our distribution network,” says de Monchy.

As the digital world continues to evolve, digital and social channels are becoming increasingly more important to the future growth of the food and beverage industry. With this in mind, the company has developed strong relationships with the leaders of e-commerce in Latin America including Amazon and Rappi.

“With the rise of e-commerce, we must make sure that our brands are not only on the right spot on the shelf in the off-trade [market], but also on the digital shelf. Wherever there is a successful e-commerce platform in our region, MONARQ Group’s portfolio will be available online and supported through attractive marketing campaigns,” adds de Monchy.

With ongoing travel restrictions, MONARQ Group recognizes that company support provided to its distributors through online tools will continue to directly relate to the success of its network.

As stated by Nicoline van Woerkum, International Marketing Manager of MONARQ Group, with the launch of its new website, the development of MONARQ Social Club via Instagram and the sharing of its e-newsletters, the group’s online presence has expanded over the last year.

“We are looking forward to analyzing the results of the upcoming Virtual Expo, in which we will participate and meet with our current and potential distributors. We keep improving our online tools to provide the highest level of service to our suppliers and distributors, so keep an eye on our pages,” notes van Woerkum.

Along with highlighting its brand portfolio and online presence, MONARQ Group would like to take this opportunity to welcome Rebeca Huerta to the team as Digital Marketing Specialist at its headquarters in the Netherlands. An MBA graduate with seven years of experience in the food and beverage industry in multi-national companies such as FEMSA MX and Heineken NL, Rebeca will strengthen the marketing department in the creation of digital campaigns for its brands in the region. In collaboration with the company’s distributors, Rebeca works with a regional network of influencers and pursues the right partnerships for MONARQ Group’s brands in each market.