

Monarq shows no sign of business slowing down



Monarq Group has welcomed to its portfolio The Glenturret, a Highlight Single Malt, co-owned by the Lalique Group

Monarq Group (Monarq) has been making moves on both the portfolio and operations side of business over the last 12 months, reflecting increasing demand. The group recently launched White Claw Hard Seltzer in the Caribbean and announced the addition of several brands to its line-up of Scottish single malts. Notably, Monarq has welcomed Benriach, the Speyside Single Malt from the Brown-Forman portfolio, as well as The Glenturret, a Highlight Single Malt, co-owned by the Lalique Group. In the vodka category, the company added Ukraine's renowned Nemiroff Vodka.

At the end of 2023, Monarq Group relocated its Miami office to a new and expanded space in Coconut Grove, nearly tripling its square footage to accommodate its growing team.

Condesa Gin at JFK

Earlier this year, Monarq partnered with DFS Group to introduce Condesa Gin to JFK Airport.

According to Danielle Glazier, US Duty Free Regional Manager at Monarq Group, the multi-sensory, interactive display was designed to capture and reflect the rich cultural heritage and vibrant spirit of the Condesa neighbourhood in Mexico City. Glazier explains, "To connect travelers with Condesa's essence, the display showcases imagery and artifacts related to its cultural scene. The presentation includes storytelling elements that highlight the history and significance of Condesa, offering travelers a glimpse into its cultural significance and how it has influenced the creation of Condesa Gin."



Nikka Yoichi Single Malt Japanese Whisky features a balance between smoky, fruity and floral aromas

Partnership extension

With the aim to leverage its established distribution networks and market expertise in the Caribbean, the group's partnership extension with Nikka Whisky also made the news. "Nikka Whisky's reputation for the highest quality and tradition is a compelling factor in differentiating itself in the Caribbean market, which appreciates high-end, artisanal products," says Garrett Koolman, International Marketing Manager at Monarq Group. "Our focus is on educating trade and consumers about the brand's rich history and the award-winning liquid it produces."

Cruise culture

Speaking about Monarq's tailored approach to the cruise channel, Glazier lists several key strategies: manage cruise lines individually, customize portfolio to match specific routes and adapt activations to maximize impact and relevance. To enhance the cruise experience, it has worked closely with cruise lines to design on board events that complement the cruise's theme or itinerary; for example, the "Botanical Exploration" of Hayman's Gin on Regent of the Seas.

Monarq is currently working with Royal Caribbean on an exclusive Uncle Nearest tasting experience on Utopia of the Seas. The group is also partnering with Virgin Voyages to launch the "Uncle Nearest Shot for Shot" mixology class where passengers are invited to create their own specialty

cocktail.