

MONARQ and Lyre's partner for distribution deal



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MONARQ and Lyre's have officially partnered through a distribution agreement for Latin America and the Caribbean. Consumers in this part of the world will soon have the option to enjoy a premium no or low alcoholic drink, simply by "Making it a Lyre's."

Lyre's is the world's most awarded non-alcoholic spirits brand, boasting the globe's widest portfolio of premium, true to taste non-alcoholic spirits, ready-to-drink cocktails and an Italian-style sparkling. MONARQ is a leading import, distribution and marketing group of premium alcoholic beverages throughout Latin America and the Caribbean, as well as the USA duty free channel.

"We are pleased to announce our regional distribution partnership with Lyre's; the world's leading range of exquisite non-alcoholic spirits capable of crafting virtually any no or low alcoholic cocktail," says Robert de Monchy, Managing Director at MONARQ.

Founded in 2019 by Mark Livings and Carl Hartmann, Lyre's range of 18 distinct non-alcoholic spirit variants, five ready to drink 250-ml mixed cocktails and Classico Grande 750-ml, a non-alcoholic Italian-style sparkling, has been impossibly crafted to recreate the flavors of the most classic, time-tested drinks. Selling an average of one bottle every 30 seconds in over 60 countries, consumers can recreate 90% of the world's favorite cocktails in a non-alcoholic format with Lyre's.

"Lyre's created their spirits to taste like the classics they pay homage to. It sources the finest all natural essences, extracts and distillates from the four corners of the globe - Lyre's is quite simply the finest range of non-alcoholic classic spirits, and we are ready to introduce this wonderful brand to our part of the world," adds de Monchy.

“Lyre’s was created to change the way the world drinks, ensuring that anyone, anywhere, can order a premium non-alcoholic sophisticated serve, without compromise.

“This new partnership further strengthens our ambition as MONARQ is the leading independent regional import, distribution & marketing group of premium beverages in Latin America and the Caribbean. I look forward to working with Robert and his dedicated team of experienced professionals in bringing our delicious, premium non-alcoholic drinks to even more people throughout the Americas,” adds Jacco van Vliet, SVP Europe & LATAM, Lyre.

“Our companies share the DNA of being daring, innovative and ahead of the curve and we are looking forward to working together with the Lyre’s team,” finishes de Monchy.

Lyre’s recently took top honors at the prestigious Tales of the Cocktail Foundations Spirited Awards, winning "Best New Spirit or Cocktail Ingredient" for its Lyre’s Italian Orange – a vibrantly red Italian bitter Aperitif alternative. This award marks the first time a non-alcoholic spirit was recognized and demonstrates that Lyre’s is changing the way the world drinks.

In 2022 alone, Lyre’s extended its range of premium non-alcoholic spirits offering by four, introducing Agave Blanco Spirit, Agave Reserva Spirit, Pink London Spirit, and its premium non-alcoholic whisky-style beverage, Highland Malt.