

# Nikka Whisky and MONARQ Group extend partnership to the Caribbean



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Nikka Whisky, founded in 1934 by Masataka Taketsuru known as the father of Japanese Whisky, renowned for its exceptional craftsmanship and heritage, has extended its partnership with MONARQ Group a leading distributor in the Americas. This collaboration marks an exciting venture to deliver Nikka’s iconic whisky and spirits portfolio to discerning consumers across the Caribbean region.

Under this strategic distribution agreement, MONARQ Group will leverage its extensive network and expertise to introduce Nikka’s signature blends, including the iconic Nikka Whisky From The Barrel, as well as a variety of other Japanese whiskies and its Coffey Vodka and Gin, to the Caribbean market.

Commenting on the partnership, Global Marketing & Sales Department General Manager at Nikka, Emiko Kaji said, “We are thrilled to extend our partnership with MONARQ Group beyond the Mexican market, to expand our presence in the Caribbean. With their unparalleled understanding of the region’s preferences and market dynamics, we are confident that this collaboration will elevate the accessibility and appreciation of Nikka’s curated whisky and spirits offerings, along with rich stories behind them.”

MONARQ Group, Managing Director, Robert de Monchy, added, “After successfully launching Nikka

in the Mexican market in 2023, we are pleased extending our partnership to the Caribbean territory. Nikka Japanese Whisky aligns perfectly with our commitment to offering our customers the finest selection of spirits from around the world. Nikka's dedication to quality and tradition resonates strongly with Caribbean consumers, and we are excited to embark on this journey together."

The distribution agreement signifies a mutual commitment to delivering unparalleled quality and exceptional experiences to whisky enthusiasts and connoisseurs throughout the Caribbean. Through this collaboration, Nikka Japanese Whisky and MONARQ Group aim to enrich the spirits landscape and foster a deeper appreciation for the artistry of Japanese whisky in the region.