

Quintessential Brands Group launches in Asia with global distribution deal



Quintessential Brands Group's portfolio of spirits

International spirits company [Quintessential Brands Group](#) has appointed Hong Kong-based [Global Drinks Ltd](#) (GDL) to distribute its premium brands portfolio in Asia.

According to the company, this new distribution partnership will include a focus on airports as well as boarder stores and cruise ships. GDL will distribute OPIHR, Greenall's The Original London Dry Gin, Bloom London Dry Gin, Thomas Dakin, alongside Irish Whiskies, The Dead Rabbit, Dubliner and The Dublin Liberties, as well as premium liqueur Alizé.

Asia remains a leading global travel retail business hub with China airports forecasted to return to pre-pandemic passenger traffic levels in 2024, according to a PAXSMART report.

Oliver Storrie, Regional Sales Director for Global Travel Retail at Quintessential Brands Group, said, "The global travel retail industry in Asia offers great potential for the spirits category, particularly gin, which only holds three percent of the market share in the region. By entering in a distribution deal with Global Drinks Ltd, Quintessential Brands Group is in a positive position to introduce its brand portfolio in a market where gin and Irish Whiskey have an opportunity to make significant strides."

Harry Kartasis, Managing Director at Global Drinks Ltd, added, "Global Drinks Ltd is excited to represent Quintessential Brands Group in key Asia travel retail markets. We continuously look for brands and companies that complement our portfolio and the Quintessential Brands Group portfolio does just that. Leading and exciting gin brands including OPIHR, Greenall's The Original London Dry Gin and Bloom London Dry Gin, alongside innovative Irish Whiskies such as The Dead Rabbit, Dubliner and The Dublin Liberties, as well as premium liqueur Alizé, are all great additions to our existing portfolio."