

Roust & MONARQ Group expand distribution partnership



MONARQ
drinks distribution & marketing group

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After successfully working together on Zubrówka Vodka for over six years in the Caribbean & Latin America, Roust and MONARQ Group are pleased to announce that their partnership has been extended and expanded. As of November 1, MONARQ will be the exclusive distributor for the whole Roust portfolio in the Caribbean and Latin America including Mexico. The portfolio features Zubrówka Vodka, Russian Standard Vodka and Gancia. As the second-largest vodka producer in the world, Roust owns production facilities across Poland, Russia and Italy.

“We have been working with Roust on Zubrówka Vodka in the Caribbean & Latin America for more than six years, which proved to be a successful and fruitful partnership. Roust offers a leading premium and innovative vodka portfolio, which coincides perfectly with our corporate brand building philosophy, while bringing innovation to the Americas.

Gancia is an iconic leading wine brand from Italy and we are ready to take its regional distribution and sales to the next level. We look forward to working many more years with the Roust team to achieve our mutual goals,” comments Robert de Monchy, Founder and CEO of MONARQ Group.

“We are delighted to extend and expand our partnership with MONARQ Group. Over the past six years, MONARQ has proven to be a professional partner, successfully managing the distribution, sales and marketing of Zubrówka Vodka in this region. The consolidation of our whole portfolio with one partner will lead to a structured development of our brands throughout the full region,” adds Scott Oliver, CEO of Roust Americas.

The Roust portfolio joins MONARQ Group’s robust premium alcoholic beverages portfolio, which includes Jack Daniel’s, Heineken, Woodford Reserve, Peroni, Herradura, Licor 43, Luxardo and Gosling’s, among others.