

# Scheid Family Wines x MONARQ Group announce distribution partnership

Scheid Family Wines and MONARQ Group have announced their distribution partnership, which allows MONARQ to exclusively represent Sunny with a Chance of Flowers, Ryder Estate and District 7 in the Latin American, Mexican and Caribbean markets, as well as USA Duty Free.

A trailblazer in the low-alcohol space, Sunny with a Chance of Flowers (Sunny) is made for mindful wine lovers who believe that less can be more. Sunny is an innovative zero sugar, low-calorie, low-alcohol wine that is also certified sustainable, vegan and gluten-free. Based on U.S. deletions and volume growth in 2021, Sunny was recently named a “Hot Prospect Brand” by *IMPACT Magazine*, based on U.S. deletions and volume growth in 2021.

MONARQ will also represent Ryder Estate and District 7 from the Scheid Family Wines portfolio. Ryder Estate is a certified sustainable, eco-conscious wine brand in a pro-planet package that allows consumers to “Enjoy the Ryde.” Ryder Estate Rosé has been named a *Wine Enthusiast* “Best Buy” for each of the past three vintages. District 7 is an estate grown wine from the Monterey, California appellation that is celebrated for its elegant and varietally true taste profile. Certified sustainable and powered by wind, District 7 Chardonnay, Pinot Noir and Cabernet Sauvignon consistently score 90+ points across a variety of consumer and trade publications.

“We are thrilled to begin this relationship with MONARQ and bring our wines to a new audience. We see this partnership as a wonderful opportunity to build and accelerate growth of three important brands in our portfolio,” says John Holder, Vice President of Sales at Scheid Family Wines.

“Like elsewhere, we have identified a growing trend in our region for ‘better for you’ options in the wine category. With this partnership, we are joining forces with a company that meets the consumer demand for healthier and sustainable alternatives.

These brands, predominantly Sunny with a Chance of Flowers, but to a large extent also District 7 and Ryder Estate, share these principles at their core. We look forward to our partnership with Scheid Family Wines and bringing these exciting and sustainable brands to our markets,” adds Robert de Monchy, Founder and Managing Director at MONARQ Group.