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## **RICHLAND RUM ENTERS DUTY FREE MARKETS**

*MONARQ Group appointed to introduce, market and distribute  
Award Winning Single Estate Georgia Rum  
In the Duty Free channels in North America and the Caribbean*

RICHLAND, GA – June 3<sup>rd</sup>, 2014 – The Richland Distilling Company and MONARQ Group of the Netherlands have entered into an agreement for the introduction, marketing and distribution of Richland Rum in the Duty Free channels of North America and the Caribbean. Monarq, with offices in the Netherlands, the USA, The Caribbean and Mexico will offer strategic guidance and full service support in channeling Richland Rum to Duty Free retail and on board cruise ships.

### **Single Estate Georgia Rum**

Richland Rum is proudly hand-made in Richland, GA, using home grown natural sugar cane syrup – not molasses - and water from the Georgia Aquifer as the only ingredients. Sourcing and processing of premium sugar cane syrup, slow fermentation, copper pot distilling in single day batches, aging in virgin American oak barrels and ultimately bottling, are all handled in-house, creating a Single Estate Rum. In addition, the Rum is all natural, not blended or mass produced and does not contain preservatives, spices, taste enhancers, color agents or additives of any kind.

## **Richland Rum and the Rum Renaissance**

“Rum thrived in America long before Whisky and Bourbon did. Good quality, aged Rum made from syrup, not molasses, is complex, delicious and worth to be sipped slowly. Actually, in the early days Bourbons tried to emanate good Rums!” said Erik Vonk, the Richland Distilling Company’s founder and proprietor.

Vonk continued: “We are thrilled to see a Rum Renaissance and to be among a very few Distilleries in America fully dedicated to hand crafting domestic, authentic Rum, savored by Whisky & Bourbon fans, Cognac and Brandy connoisseurs and aficionados of aged spirits in general’.

Robert de Monchy, Managing Director of Monarq, added: “Richland Rum is a valuable addition to our craft spirits portfolio; the Award Winning premium quality and artisan signature meet the increasing demand for high end, hand crafted and superior products by sophisticated consumers. We are delighted to be bringing such a unique product to our markets and we take great pride in our broad, strategic partnership with the Richland Distilling Company”.

## **About Richland Distilling Company**

The Richland Distilling Company Is one of only a few distilleries in the U.S. solely dedicated to meticulously hand-crafting Rum from pure, home grown cane syrup in small, daily batches using artisan techniques and time honored equipment.

The company’s sole product, Richland Rum, continues to be recognized for its exceptional quality. Recent accolades include: Gold Medal-2014 International Sip Awards, Los Angeles; Gold Medal, 2014 International Crafts Awards Competition, Los Angeles; 94 points–The Tasting Panel; Flavor of Georgia–2014 Winner.

Located in historic down town Richland, Georgia, the Distillery is open to the public.  
[www.richlandrum.com](http://www.richlandrum.com)

## About MONARQ Group

MONARQ is a one-stop-shop for the distribution and marketing of leading independent alcoholic beverage brands in the Domestic & Duty Free channels of Latin America & the Caribbean and North America Duty Free. Headquartered in the Netherlands, MONARQ has its' regional headquarter in Miami and offices Trinidad & Tobago and Mexico.

[www.monarggroup.com](http://www.monarggroup.com)



**Cooking Light**  
*"beautiful for sipping"*

**Distillery Age**  
*"round & rich"*

Tempered Spirits  
★★★★★