

## **De Monnik Dranken will become the exclusive distributor of the Terroir-driven Waterford Whisky**

Waterford Whisky and De Monnik Dranken today announce their partnership, whereas De Monnik Dranken will be the exclusive distributor of Waterford Whisky in the Netherlands from the 1<sup>st</sup> of August 2020 onwards.

De Monnik Dranken (DMD) is a 100% family owned business that is founded in 1918. Currently run by the 3<sup>rd</sup> and 4<sup>th</sup> generation, DMD has become a leading organization in the field of drinks. Meanwhile, the company employs over 100 people and received the designation "Royal" in December 2018 from the King's commissioner in the province of Overijssel. The company is an esteemed beverage wholesaler and brand building importer that is based in Oldenzaal, The Netherlands.

Waterford Distillery is a terroir-driven whisky producer, influenced by the world's greatest winemakers. In 2015, Mark Reynier took over the old Guinness Brewery in Waterford and transformed it into a ultramodern distillery. Using 100% Irish barley, which is widely considered to be the world's finest, their new *Single Farm Origin* series is an uber-provenance range of limited edition natural whiskies that explore Irish terroir one farm, one place, at a time. They are expressions of precision and rarity, showcasing barley flavours derived from individual Irish farms and harvests.

Mark Reynier, founder & CEO, says the following about the new collaboration:

"We're very pleased De Monnik are bringing our barley-forward, terroir-driven single malts for the connoisseurs of the Netherlands. We have enjoyed substantial encouragement from Dutch wine and whisky fans on our pioneering journey, the seed of which, sown on Islay, has germinated in Waterford. Renown for an enlightened attitude, I am sure you'll enjoy comparing and contrasting the different terroirs of Ireland."

Luuk Olde Monnikhof, commercial director and co-owner at De Monnik Dranken:

"We are very proud to become the official importer for the Dutch market for one of the most innovative whisky brands available. The craftsmanship, unique philosophy and transparency of the brand are a perfect fit considering the values of our family company. We are always seeking to find distinctive high quality products that enable our customers to make a difference. Waterford Whisky perfectly fits this profile and will therefore be a great addition to our current range of brands with great quality and beautiful heritage".