



De Monnik Dranken will be the new importer of Dictador Rum from the 2nd of November 2020

De Monnik Dranken will take over the exclusive distribution of Dictador Colombian Rum and Dictador Columbian Aged Gin in the Netherlands from Monday the 2nd of November 2020.

De Monnik Dranken (DMD) is a 100% family owned business that is founded in 1918. Currently run by the 3rd and 4th 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.

Dictador is a Colombian aged rum with a history stretching back to 1913. Dictador rum is the pinnacle of taste, perfected through diligent production and a recipe that is well guarded by the Parra family, the third generation of master blenders of Dictador. With distinctive smooth taste and notes of caramel, cocoa, roasted honey and coffee, Dictador rum is ideal to drink neat or in cocktails. In 2015 Dictador took the unparalleled decision to bottle some of its oldest stocks of aged rum. This was the beginning of the renowned 'Fine and Rare' division, which has become the benchmark for super-aged rum. Dictador Rum is still in family hands with master blender Hernan Arango Parra personally supervising the entire production process, according to unique, family recipes which has been perfected for over three generations.

Hernan Parra Arango, Rum Master and President at Dictador: "We are thrilled for this new partnership!! De Monnik Dranken and Dictador share the vision of long term business and family values. We can't wait for an exciting chapter in the Netherlands. The Dutch market is a mature market in the category of brown spirits and we can say that we have found the perfect partner to send our message across to the consumers".

Luuk Olde Monnikhof, commercial director and co-owner at De Monnik Dranken: "We are happy to see the development of authentic aged rum in the Netherlands and we are very proud to become the official importer for the Dutch market for one of the world's most precious rums. Dictador Rum will be complementary to our current Rum portfolio, which includes many craft Rum from all over the world. The journey which Dictador is taking with the brand in terms of product development, positioning and focus on their Fine and Rare division is very appealing to us. We believe Dictador Rum will therefore be a great addition to our current range of brands with great quality and beautiful heritage.