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**DE MONNIK
DRANKEN**

De Monnik Dranken starts exclusive partnership with premium mixer brand Franklin & Sons from the 1st of September 2023.

De Monnik Dranken (DMD) will commence a partnership with Global Brands Ltd in the Netherlands from Friday, September 1st, 2023. This collaboration includes the exclusive import for the Dutch market of the premium tonic waters, sodas, and soft drinks from Franklin & Sons. The premium mixer brand, with a genuine heritage since 1886, is an ideal pairing for a wide range of spirits. This partnership marks a new chapter for the family business from Oldenzaal, where, until this day, the import portfolio consisted solely of spirits, Club & Party Drinks and wines.

De Monnik Dranken (DMD) is a 100% family owned business that was founded in 1918. Currently run by the 3rd and 4th generation, DMD has become a leading organization in the field of drinks. The activities of DMD can be divided in three different core activities. The company is an esteemed beverage wholesaler, importer and brand builder for the Dutch market. Throughout the years the company grew into employing over 130 people and build up a quality portfolio of wines and spirits from over 35 different countries. The partnerships are carefully established and are mainly build on the pillars of craftsmanship, pure stories, commercial strength, added value and a strong cultural fit that is in line with the family company principals.

DMD received the designation "Royal" in December 2018 from the King's commissioner in the province of Overijssel and was awarded as Spirits Distributor of the Year 2020 by The Spirits Business Awards.

Global Brands are the UK's leading independent drinks expert and the creator of a range of great-tasting drinks, enjoyed the world over. Founded by Steve Perez in 1997, Global Brands has remained family-focussed and proudly independent, growing to become a major drinks business that offers drinks for every occasion spanning premium tonics, mixers and soft drinks, spirits and liqueurs, beers, RTS cocktails and RTDs.

Never satisfied with standing still, Global Brands continuously develops quality and dynamic new products based on the latest trends and market insight ensuring that they remain at the forefront of consumer tastes and trends.

After establishing the diverse portfolio in the UK with major success, the focus on international markets has accelerated with huge success. The portfolio of brands is now being shipped to around 70 countries worldwide, spearheaded by the pioneering and premium mixer brand, Franklin & Sons.

In London, 1886, Frederick & Albert Franklin began creating remarkable drinks, combining the finest natural ingredients after Frederick had returned from America, inspired by the innovative, pioneering drinks he had experienced.

Over 130 years later, that ethos continues to this day, using experience and expertise to craft exceptional award-winning drinks, naturally and without compromise. Taking inspiration from over 130 years of heritage manifests in a remarkable range of premium tonics, mixers and soft drinks.



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Franklin & Sons prides itself in being a positive force in the drinks community by celebrating, elevating and supporting the industry. And outside of the industry, Franklin & Sons are also proud to be a force for good, as a carbon neutral brand with a keen focus on long-term sustainability.

Luuk Olde Monnikhof, commercial director and co-owner at De Monnik Dranken: *“Over the past few years, our company has taken significant and forward-thinking measures to enhance our import portfolio. To fully optimize the synergy between our spirits brands and the ever-developing market, we were aware that a premium mixer brand with a strong heritage was still something which was missing in our portfolio. With the diverse range of Franklin & Sons, our team now has the ability to offer high-quality, natural tonics, sodas and soft drinks that complement our premium spirits perfectly. Furthermore, we believe that cultural wise there is a good fit with Global Brands Ltd to shape the future for Franklin & Sons for the Dutch market. We are very proud of this new addition to our import portfolio and are delighted to begin our partnership with the pioneering team at Franklin & Sons.”*

Dale Perry, Senior International Market Manager at Global Brands: *“Our international business has been booming over recent years, as we’ve opened new markets and grown existing key markets around the world with our diverse portfolio – most significantly with Franklin & Sons. Despite major success and huge growth in neighbouring markets such as Belgium and Germany, finding the right exclusive partner in the Netherlands had eluded us until now.*

Having had experience of personally working very closely with the De Monnik Dranken team in the past and knowing their excellent portfolio of import brands, I was confident they would be an ideal partner but was aware that it was not a category they had flexed their import muscles with to-date. After our discussions, it became apparent that our company values were very closely aligned and that the joint opportunity to partner in the Netherlands was very exciting for both parties.

Franklin & Sons have been busy pioneering beverages since 1886 and 137 years later, will finally launch in the Netherlands on 1st September. We’re incredibly excited to engage with the Dutch drinks community and introduce the industry to our remarkable tonics, mixers and soft drinks.”