



royal  est. 1918  
**DE MONNIK  
DRANKEN**

## **De Monnik Dranken will be the new importer of Janneau Armagnac as of 1<sup>st</sup> April 2020**

De Monnik Dranken will take over the exclusive distribution of the Janneau Armagnac brand in the Netherlands as of 1<sup>st</sup> April 2020. This is in close consultation with De Kuyper Royal Distillers, the former importer of the brand in the Netherlands.

De Monnik Dranken (DMD) is a 100% family owned business that was 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.

Since 1851, Janneau Armagnac have been universally recognized for their expertise in producing Armagnacs of unparalleled quality. Only the best wines are selected from the Bas-Armagnac and Ténarèze sub-regions, which are a guarantee of consistent quality. Two distilling techniques are used: the continuous distillation providing fruit and depth as well as the double distillation which gives finesse and elegance. The blend of these two methods gives a great aroma and is specific to the Armagnac of Janneau. Janneau is part of Spirit France, who are specialized in the development of premium spirits around the globe.

Serge Der Sahaguan, CEO of Spirit France, says the following about the new collaboration:

*"Following the strong growth of Janneau in other global markets, we are now poised to accelerate performance in the Netherlands in partnership with De Monnik Dranken, an enthusiastic, devoted and committed importer that will put in motion all channels in order to re-launch the brand. I want to thank De Kuyper for our long-term and trustful cooperation. The success of Janneau in the Netherlands is to its credit".*

Lucien Heusy, Sales Director of De Kuyper Royal Distillers: *"We are very proud that we had the chance to shape the achievements of this beautiful brand over the past years in The Netherlands. We are convinced that Janneau will be in very good hands with De Monnik Dranken. We wish them and Janneau all the best for the future."*

Luuk Olde Monnikhof, Commercial Director and co-owner at De Monnik Dranken: *"We are proud to become the official importer for the Dutch market for one of the most well-respected Armagnacs that is available. Janneau Armagnac is complementary to our current spirits portfolio that includes many craft spirits from all over the world. In light of this this, Janneau Armagnac will be a perfect addition to our current range of brands with heritage."*