

Haleybrooke International to represent Red Eye Louie's Vodquila in Travel Retail

Haleybrooke International has reached an agreement with Vodquila LLC to help build its travel retail business worldwide for Red Eye Louie's Vodquila.

Red Eye Louie's Vodquila is a blend of Ultra Premium Vodka and imported Super Premium Tequila. The Vodka is made from multiple grains and is distilled six times. The Tequila is made from pure blue agave plants and is distilled in the Highlands of Jalisco, Mexico. Vodquila's vodka and tequila bases are blended in small vats, macerated together at a high temperature and then goes through additional filtering.

"I'm proud to represent this unique beverage. The combination of the two liquors is creative and exciting. The packaging is inventive and eye catching and the taste has a smooth and superior quality. I'm very confident Vodquila will do extremely well in travel retail," says Patrick Nilson, Haleybrooke president.

Roger Thompson, Vice President of Haleybrooke International added, "I am looking forward to bringing this fun and exciting product to my duty free customers.

The reviews have been outstanding for both the flavor and packaging."

Owner, Chander Arora, added, "I am looking forward to working with Haleybrooke International and introducing Red Eye Louie's Vodquila to duty free. Vodquila has achieved so much success on a national level that my company agreed it was time to venture into unexplored territory and share our product with the duty free consumer. Patrick Nilson and Roger Thompson are great guys and have decades of experience working in the travel retail field. I decided to work with them because they have a vast network of Who's Who in duty free and will be able to bring my product to the important buyers in the



field. I'm really looking forward to a lot of success for Vodquila with Haleybrooke!"

Red Eye Louie's Vodquila won a silver medal at 2016 SIP Awards, Double Gold at 2015 CWSA in HK/China, Silver at 2015 IWSC in London and Silver at 2014 IWSC in HK.

Red Eye Louie's Vodquila will be selling in duty free at US\$ 29.00 for 1 liter size.

MONARQ takes on super-premium Compass Box Scotch

Alcoholic beverage distribution and marketing company MONARQ Group has added Compass Box Scotch Whisky to its spirits portfolio.

As of April 1, MONARQ began representing the award-winning scotches in the Central and South America domestic and duty free markets, the Caribbean domestic and duty free market, and in U.S. duty free.

MONARQ Managing Director/Owner Robert de Monchy says his company used the IAADFS Show in Orlando as a

platform to kick off the brands.

"I think Compass Box fits super well within our portfolio. First of all, it is a super premium brand. Secondly, it is super innovative, which is what we are looking for as a company: leading and/or innovative brands. Thirdly, because it includes whiskies that are basically a new category with some blended malts. People who like whiskies are always looking for new things and I think blended malts such as Compass Box will be the next big thing."

