



## Gruppo Montenegro strengthens position in Belgium and Luxemburg through partnership with Jet Import

**Zola Predosa (BO), February 8<sup>th</sup> 2021** – Gruppo Montenegro announced a partnership with Jet Import, that will be the exclusive importer in Belgium and Luxemburg for its whole portfolio of iconic spirits, including Amaro Montenegro, Vecchia Romagna, Select and Rosso Antico.

*“We’re looking forward to market the Gruppo Montenegro brands with a lot of passion and dedication. Our team will guarantee a stable distribution in combination with an active support on all of the group’s brands within the assortment of all clients in the market. Our newly founded division Grit From the house of Jet will provide the right focus, passion and knowledge to achieve so.”* States Jet Import’s CEO Stefaan Bettens.

### Gruppo Montenegro: The modern voice of classic Italian elegance



**Marco Seminaroti**, Regional Director of Gruppo Montenegro said about the partnership: *“We are delighted to partner with JET Import in Belgium and Luxemburg. Our visions have a seamless connection. With the strenght of Jet Import and the dedication of the company’s new division Grit we see great opportunities to build our premium brands on their solid foundation. We are committed to long term sustainable growth and look forward to unleashing the full potential of our portfolio.”*

### Gruppo Montenegro’s range: An eclectic portfolio of market leaders & daring challengers

*We’re delighted to welcome Gruppo Montenegro into our family. Their portfolio is the perfect mix of market leaders and challenging new brands. Increasing the nr1 category positioning of Amaro Montenegro, Vecchia Romagna and Rosso Antico is our top priority. On the other hand, we are keen to launch Select as a successful brand and making it the pre-eminent premium spritz of choice!”* says Grit Division Manager, **Toon Hungenaert**.

#### About Jet Import

Jet Import is one of the Benelux leading independent distributors of premium beverages and snacks, such as Red Bull, Fever-Tree, Copperhead, Sol, Desperados, Armand de Brignac, Almdudler, Vit Hit and Fulfil. The company’s flexible structure, relentless team spirit and sales driven approach are the defining factors behind Jet’s successful



*brand strategy. To optimise market segment service and trend optimisation, Jet Import has created a new division: Grit From The House of Jet. This market platform has its Inception through the merge of Jet with former independent craft spirits importer Grit: True Beverages. This unique business model allows Jet to anticipate more adequately on the challenging market of premium spirits. Grit provides a scalable business model that provides in the right marketing strategy for both the on- & off-trade. The entire range is being represented by the Jet sales force and can be ordered at and delivered by Jet Import.*

*For more information about the company, please visit: [www.jetimport.be](http://www.jetimport.be)*

### **Gruppo Montenegro**

*Founded in 1885, Gruppo Montenegro is a leading Italian Food and Spirits manufacturer. The Group's brands have developed into icons of the "Made in Italy" with strong brand equity and significant top of mind: Amaro Montenegro, Vecchia Romagna, Bonomelli infusions, Infrè decaf tea, Olio Cuore, Cannamela spices, Polenta Valsugana, Pizza Catari. Their success is the result of constant pursuit of excellence, respect for tradition and attention to product quality and sustainability, all values that have defined the Group since its foundation. Thanks to a solid national and international distribution network, the brands are true ambassadors of the Italian way of life.*

*For more information about the company, please visit <http://www.gruppomontenegro.com/>.*

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