



GRUPPO MONTENEGRO ANNOUNCES PARTNERSHIP WITH ASIAN DRINKS DISTRIBUTOR

Growing Distribution in Asia for Gruppo Montenegro's spirits portfolio

BOLOGNA, ITALY - JULY 31st, 2020 - Today, Gruppo Montenegro, a leading Italian Spirits Manufacturer, has announced a partnership with Metabev Partners and Advisory.

Beginning July 2020 **METABEV Partners and Advisory** is the exclusive agent for Asia for Gruppo Montenegro and its portfolio of Italian spirits, including Amaro Montenegro, Select Aperitivo and Vecchia Romagna Brandy.

*As an integral part of our vision, we aspire to work with like-minded brand owners which share a common ambition to deliver timeless customer centric experiences and acute attention to market needs and opportunities. For this reason, and with great pride, we are thrilled to partner with Gruppo Montenegro to grow their iconic portfolio in Asia Pacific”, said **Roger Chan**, Chairman and Founder of METABEV PARTNERS & ADVISOR*

METABEV PARTNERS & ADVISOR is an international brand management and distribution company established in 1989 specializing in high quality food & beverage products in Asia Pacific.

With this agreement Gruppo Montenegro further expands its global network of distributors, which has been a priority for the group over the last years. In fact, the company has recently established several new distribution partnerships, including E&J Gallo in the U.S., Mark Anthony in Canada, Volume Spirits in Germany, La Maison du Whisky in France and Spirits Platform in Australia.

Created in 1885 by alchemist and explorer Stanislao Cobiانchi, Amaro Montenegro has been made with the same secret blend of 40 botanicals for more than 130 years. Amaro Montenegro has received notable recognition by spirits connoisseurs around the globe.

Select Aperitivo was created in 1920 in the heart of Venice. , The brand soon became a favourite, establishing itself as the star of the Venetian cocktail scene and eventually as the essential ingredient in the Venetian Spritz. A precise selection of 30 botanicals undergo a complex process to achieve its distinctive, well-balanced bittersweet taste.

Vecchia Romagna is the world's leading Italian premium brown spirit. In 1820 the master distiller Jean Buton opens an experimental liquor factory that leads to the creation of the first Italian steam distillery and the Vecchia Romagna brandy. A 200 years history in which experience, expertise, creativity and innovation have enabled Vecchia Romagna to become the number one brandy in Italy.

“Our partnership with METABEV Partners and Advisory aims to enrich our presence in Asia and to establish a closer tie to the various market importers so as to develop our premium Italian Spirits portfolio presence and awareness. We are extremely ambitious and we are looking forward to enjoying our brands in the best locations throughout Asia. We are really pleased to have started this collaboration, which will enable us to increase our level of execution and find new success for all involved, our importers, Metabev and Gruppo Montenegro of course.” said Francesco Scaglione, Director of the International Division of Gruppo Montenegro.

Terms of the agreement were not disclosed.

About 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/>.

About METABEV Partners & Advisory

[METABEV PARTNERS & ADVISORY](#) a subsidiary of METAGROUP, founded in 1989, moves at an incredible pace, and local players tend to have the upper hand on market intelligence. The minute one leaves a country, they are already outdated. METABEV Partners & Advisory focuses on offering brand owners a differentiated market entry strategy. Having over 30 years’ experience and investments in importation, brand management and distribution they believe they have immediate commonalities with other importers and can disseminate their compounded knowledge, and tailor support to business needs. Their culture is to be passionate, aggressive yet realistic, ensuring a transparent communication.