

KDV launches Monument Distillers in Kenya

Premium drinks business Kensington Distillers and Vintners (KDV) London, has extended its African footprint by entering the Kenyan market as Monument Distillers Kenya. Following this development, US spirits company Sazerac has granted Monument Distillers the distribution rights for its portfolio in Kenya - the most prominent brands of which are Popov Vodka, Southern Comfort, Myers Rum, Paddy's Irish Whisky, Firewater, and Buffalo Trace Bourbon.



Pictured from left: Charles Gitau (Monument Distillers commercial manager), Caroline Wanjiku (Popov Vodka brand manager) and Ellis Muhimbise (Monument Distillers MD)

As part of the transition, Monument will be distributing these products through their distribution partner Maxam Limited, a local liquor distributor in Kenya and East Africa.

The entry of Kensington Distillers into the Kenyan market follows the successful launch of Monument Distillers Nigeria last year.

Commenting on the announcement, Ellis Muhimbise, managing director Monument Distillers Kenya said, "It's a great time for us to take on this heritage brand, Popov Vodka: the vodka category is showing favourable growth as Kenya's strong economic climate continues.

"According to the 2019 International Wine and Spirits Report, the vodka category in Kenya grew 22% annually from 2013 to 2018. Our consumers and stakeholders can rest assured that Popov Vodka remains a trusted brand that will continue to

contribute sustainably to the growth of the Kenyan economy.”



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Muhimbise went on to explain Monument’s plans to build on the success of Popov Vodka in Kenya: “We are delighted to be given the opportunity to continue to grow the brand and for us to use our newly-formed Monument Distillers Kenya business to accelerate the growth of the international brands we have in our portfolio.”

In addition to representing Sazerac and KDV brands such as Bannerman’s Finest Scotch Whisky, Monument Distillers will be launching a number of new international brands in Kenya soon under the guidance of Muhimbise. Muhimbise has extensive regional experience having spent 12 years at SABMiller and then some time at AB InBev before joining Monument Distillers.

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