

VANGUARD

LUXURY  BRANDS

Founded in 2008, Vanguard is an importer, marketer and distributor of premium and super-premium beverage brands, hand selected specifically for the best bars, restaurants, hotels and retailers across the country.

Vanguard has national distribution across all states and territories in Australia.

As of October 2021, Vanguard has moved under the full ownership of Lion.

ALIA ON-PREMISE SUPPLIER OF THE YEAR:
2013, 2015, 2018, 2022

HIGHLY COMMENDED FOR THE SAME AWARD:
2014, 2016, 2017 & 2019

ALIA
AUSTRALIAN LIQUOR INDUSTRY AWARDS

VANGUARD

LUXURY  BRANDS

1300 DRINKS

vanguardluxurybrands.com.au



VANGUARD

LUXURY  BRANDS



A DIVERSE PORTFOLIO OF WORLD-CLASS BRANDS

Four Pillars, #1 Australian Gin*
Planteray (Plantation) Rum, #2 Super Premium rum brand in
Australia**

Distributing the fastest growing single malt portfolio, Whyte &
Mackay***
Tequila Orendain - The #1 selling Blanco Mixto in México^

Leading & award winning Australian craft portfolio^^



GIN



COCKTAILS ON TAP



SINGLE MALT WHISKEY



BLENDED WHISKEY



BOURBON



AUSTRALIAN RYE WHISKEY



JAPANESE WHISKEY



RUM



TEQUILA



MEZCAL



LIQUEURS



VODKA



APERITIF & BITTERS



BRANDY & COGNAC



SHERRY



PISCO



VERMOUTH



SYRUPS & COCKTAIL MIXERS



NON-ALC

*As reported by Circana. Information correct as of 17th September 2025

** IWSR, 2024 ***IWSR, 2024

^ ISCAM Report, Información Sistemizada de Canales y Mercados, February 2023

^^ Multiple award categories such as The Gospel, IWSC 2025