



BARISTO

A liquid like no other, responding to consumer's demands and the booming coffee trend Zamora Company reveals Licor 43 Baristo a unique liqueur made from Licor 43 Original and a singular and exclusive coffee from the Canary Islands

- Tradition and the origin of these plantations are reflected in the special care taken in the production process, that Licor 43 Baristo and the Zamora family know how to present to consumers, a complex and premium proposal aimed for the most demanding consumers.

[2018] Spanish wine and spirits producer, Zamora Company, brings dynamism to the liqueur category with Licor 43 Baristo, an intense and complex liqueur.

Licor 43 Baristo is a fusion of Licor 43 Original, containing 43 natural ingredients, including a one of a kind coffee from the Canary Islands. The result of this assemblage is a complex and elegant liqueur that delivers surprising, new flavours, but conserves the characteristic soul of Licor 43: freshly roasted coffee, in harmony with the botanic, citric, floral and vanilla notes of Licor 43 Original. It is a complex and sophisticated drink with a surprising new flavour and premium presentation, which is why it is not considered to be a coffee liqueur. It has an ABV of 31%.

Driven by the heritage of Licor 43, the art of selecting ingredients and extracting their flavours to create surprising liqueurs, Licor 43 Baristo has discovered one of the few coffee plantations in Europe. In Agaete Valley, located on the island of Gran Canaria, Spain, local farmers have been growing the Arabica Typica varietal for more than 200 years. This rare coffee, highly acclaimed by coffee experts, has been frequently classified as a *speciality*. The volcanic soil of Gran Canaria, paired with its mild climate and the presence of tropical trees, provides the ideal conditions to grow this exotic and unique type of coffee.





Licor 43 Baristo's distinctive packaging is a tribute to the coffee universe. The bottle reflects the dark colours of the coffee, by adding a black coating to the base, which fuses into transparent glass to showcase the dark golden colour of the liquid. The name pays tribute to the barista profession: experts and artists in coffee. The design of the label, based on the 43 logo, was inspired by the art-deco style decoration in classic cafés at the beginning of the twentieth century. An elegant, premium and eye-catching proposition that embodies the essence of the liquid it contains. Additional glassware features distinctive art-deco style and detailing.

Licor 43 Baristo is perfect for food and drink lovers, for people who care about the quality of ingredients, and people who are curious and love to try new food and drinks recipes and share them with others. It is recommended to be consumed on the rocks, and can be enjoyed after any meal at home, at a favourite restaurant or coffee shop. Licor 43 Baristo livens up any after-meal occasion, to enjoy it to the full and make the most of the moment.

Thomas Clamens, Managing Director at Zamora Company International explains, 'This is the second sub-brand in Licor 43's history, after the successful launch in 2016 of the award winning* Licor 43 Orochata. Licor 43 Baristo responds to consumer demands for natural and complex liquids, and the booming coffee trend. The liquid is like to other, offering consumers a completely different drink experience, the best of Licor 43 and the rare & special Canary Island Coffee.

Licor 43 Baristo will be available in selected retail stores of Holland, Germany, Brazil, Austria, the Dominican Republic, Puerto Rico, Canada and Global Travel retail channel, Its distribution will be expanded little by little throughout 2019 to other markets. Licor 43 Baristo 700ml bottle retails at 17.9 €.

Licor 43, the number one Spanish liqueur brand in and available in over 70 markets, is one of the leading traditional liqueur brands in Germany, Spain, the US and Mexico and number one liqueur in the Netherlands².

Now it is the fastest growing liqueur in the world, with over 700,000 cases of 8.4 litres sold worldwide in 2016². One of the key drivers of this growth was the successful launch of Licor 43 Orochata, awarded as innovation of the year in Netherlands which has become an important part of the brand since it was launched in 2016.

*Innovation of the year: Wheel of retail Netherlands and Master: The Spirits Business (The Liqueur Masters-Cream)

¹IWSR Data 2016

²Nielsen March 2018

-End-

Notes to editors:

Product Review:

- Colour: clean, amber, brownish-golden.
- Aroma: freshly roasted coffee aromas with a delicate touch of citrus, spices, notes of vanilla and dried mature fruit.
- Palate: a subtle flavour of freshly roasted coffee in harmony with the vanilla notes of Licor 43 and hints of sweet fruit.
- Perfectly served: pour straight over ice.

About Zamora Company

Zamora Company is a 100% family-owned Spanish company which produces and sells high added-value wines and spirits and strives to ensure customer satisfaction and build and develop premium brands.

With a presence in over 80 countries, Zamora Company boasts over 350 experienced international staff and an extensive portfolio of premium brands. With production facilities in Spain, Italy and the Dominican Republic, its annual turnover is €160 M.

Zamora Company owns world-class brands such as Licor 43, Bodegas Ramón Bilbao, Villa Massa Limoncello, Mar de Frades, Patxarán Zoco, Cruz de Alba and Thunder Bitch, in addition to the brands it distributes and in which it holds shares, that are part of the family business's product portfolio, including among others, Martin Millers, Matusalem, José Cuervo Tequila and Bushmills. www.zamoracompany.com

About Licor 43

The Licor 43 brand was born as a premium Spanish liqueur produced in Cartagena, Spain, using a secret Spanish family recipe of 43 natural ingredients, which include selected Mediterranean citrus fruit and botanicals. Cartagena remains the brand's home and is the only place where Licor 43 and its range are produced. Today the Licor 43 range includes three products:

- Licor 43 Original was launched in 1946 and emits a bright golden glow and the perfect balance of ingredients deliver deliciously smooth layered flavours of vanilla, citrus and caramel. Licor 43 Original has an ABV of 31%. It is perfect to enjoy alone, with or without ice.
- Licor 43 Orochata was launched in 2016 and is inspired by *Horchata*, the iconic, national drink of Spain. Based on the traditional recipe from Valencia, Licor 43 Orochata is made with tiger nuts and infused with Licor 43 Original, resulting in delicate, sweet Mediterranean flavours layered with tiger nuts, spice and citrus. Unlike traditional cream liqueurs, it is vegetable-based and contains no cream, bringing a unique and fresh twist to the category. Licor 43 Orochata is best served over ice and it has an ABV of 16%.
- Licor 43 Baristo is a fusion of the essence of Licor 43 Original with rare coffee from the Canary Islands. The result of this coupage is the pleasant subtle flavour of freshly roasted coffee, in harmony with the vanilla notes of Licor 43 Original and hints of sweet fruit. Licor 43 Baristo has an ABV of 31%. It is perfect consumed straight over ice.

More information can be found at www.licor43.com.

Product video:

- <https://youtu.be/B05MvHZALRM>

Download pictures here:

- http://alfresco.diegozamora.es:60881/share/s/TPH8pvm7SbOM_VSmphaBxq
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