

Gus Valdor joins Zignum Mezcal producer Casa Armando Guillermo Prieto

By **Mary Jane Pittilla** on April, 1 2019 | Spirits & Tobacco



Gus Valdor, International Commercial Director of family-owned Casa Armando Guillermo Prieto

Gustavo (Gus) Valdor has joined family-owned Casa Armando Guillermo Prieto (CAGP) as International Commercial Director for its flagship brand Zignum Mezcal, one of the leading mezcals in Mexico and Mexican duty free, as well as the most awarded mezcal in the world.

In addition to managing the brand in its home region of the Americas, Valdor will oversee the brand's sales and distribution in domestic and duty free markets in Europe, Asia, and the Middle East.

Before this role, Valdor was Oettinger Davidoff Cigars' Senior Manager for Latin America as well as duty free across the Americas. He has worked with various liquor companies in duty free, as well as domestic, including Monarq Group, IDS Chile, Flor de Caña Rum, and Felipe Motta (Panama).

The global mezcal category is booming: evolving from a niche category, and gaining support of tequila enthusiasts. According to Impact Databank, 288,000 cases were depleted in the US in 2018, compared to only 65,000 cases in 2013. Growth looks set to continue this year, as new brands

emerge and bolster their awareness.

A name with Zapoteca roots, Zignum means “The Tip of the Spear”. Zignum is the first and only Metodo Verde (green method) mezcal, made by shredding the raw agave hearts and then steaming the fibers and nectar, creating a mezcal with a clean agave flavor that is smooth and easy to drink.

Other green practices employed by the distillery include: collecting rainwater; purifying, reoxygenating, and reusing water; using solar panels for heating; and being certified Kosher as well as ISO 9001 and Clean Industry.

The company has two charitable foundations, one of which provides social services, and another that allows local artisans to exhibit and sell their work in Mexico and worldwide.

Zignum ages its Reposado in heavily charred white oak, and its Añejo in a mix of American and French oak, both far beyond the minimums required by law. It can be sipped neat, or mixed in cocktails.