

## Licor 43 taps into coffee trend with sophisticated liqueur launch

By **Mary Jane Pittilla** on June, 12 2018 | Spirits & Tobacco



Licor 43 Baristo coffee liqueur aims to deliver surprising new flavors, and conserves the character of Licor 43 Original

In response to the booming coffee trend, Spanish wine and spirits producer Zamora Company has introduced Licor 43 Baristo, described as a unique liqueur made from Licor 43 Original and an exclusive coffee from the Canary Islands.

Described as intense and complex, Licor 43 Baristo combines Licor 43 Original, containing 43 natural ingredients, including a one-of-a-kind coffee from the Canary Islands.

The liqueur aims to deliver surprising new flavors, and conserves the character of Licor 43: freshly roasted coffee, with the botanic, citric, floral and vanilla notes of Licor 43 Original.

This sophisticated drink (31%abv) has a premium presentation.

Licor 43 Baristo sources its coffee from one of the few plantations in Europe. In the Agaete Valley, located on the island of Gran Canaria, Spain, farmers have been growing the Arabica Typica varietal for more than 200 years. The volcanic soil, paired with its mild climate and tropical trees, provides the ideal conditions to grow this highly acclaimed coffee.

Licor 43 Baristo's distinctive packaging seeks to pay tribute to the coffee universe. The bottle reflects the dark color of the coffee by adding a black coating to the base, which fuses into transparent glass to showcase the dark golden liquid.

The name pays tribute to the barista profession. 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 20th century. The glassware features distinctive Art Deco detailing.

Licor 43 Baristo is enjoyed on the rocks, after any meal.

Thomas Clamens, Managing Director, Zamora Company International, said: "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 no other, offering consumers a completely different drink experience, the best of Licor 43 and the rare and special Canary Island coffee."

Licor 43 Baristo will be available in selected stores of Holland, Germany, Brazil, Austria, the Dominican Republic, Puerto Rico, Canada and the global travel retail channel.

Its distribution will be expanded throughout 2019 to other markets. Licor 43 Baristo 700ml bottle retails at €17.90 (US\$21).

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

The product video can be viewed on YouTube at <https://youtu.be/B05MvHZALRM>.