

# Zamora opens Mexico office amid global expansion



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Zamora Company has opened a new commercial office in Mexico, as part of its global expansion strategy after a 37% sales increase in the last six years.

The Spanish firm, based in Cartagena, has also created a new company in France, to better understand local consumers and support distributors in each market.

The operations in Mexico and France seek to consolidate Zamora Company's commitment to the international market, where the group intends to develop.

Emilio Restoy, CEO of Zamora Company, said 39% of the company's sales come from the international market, and that is expected to reach 50% in 2022.

Family-owned Zamora Company has a portfolio of more than 15 brands, a presence in more than 80 countries, 12 facilities spread across Spain, Italy and the Dominican Republic, and 372 employees.

"France and Mexico are two of the markets where our brands have good penetration, where we see a potential for significant growth, and where we believe we should invest," explained Restoy, who added that each country would enjoy a different business model.

In Mexico, the objective is to manage sales throughout North and Central America (except the US) out of the new office located in Mexico City and continue working with local distributors. Mexico is the market in which the consumption of Licor 43 has multiplied by eight in recent years.

In France, after the takeover of local distributor SIP Drinks, Zamora will rely on regional distributors, as well as handling its commercial and marketing activities based out of its office in Bordeaux.

Zamora Company owns brands such as Licor 43, Ramón Bilbao, Sangría Lolea, Villa Massa Limoncello, Mar de Frades, Patxarán Zoco, Cruz de Alba, Thunder Bitch, Yellow Rose and Orujos El Afilador.

It also distributes Martin Millers, Matusalem, Tequila José Cuervo and Bushmills.