



Premium wines and spirits producer Zamora International has unveiled new packaging for Licor 43, its smooth Spanish golden liqueur.

The new look Licor 43 bottle is taller and more sophisticated and carries an indented swirl wrapped around the label on the front of the pack, inviting consumers to touch and discover the brand.

According to Zamora, the label 'strengthens premium values and the enlarged cream and black 43 logo increases visual presence.' The family crest and Diego Zamora's signature are incorporated to emphasize the links to the Zamora family since 1946. Concealed on the base of the bottle is the renowned 'Liquor Mirabilis' emblem conveying Licor 43s extended history, dating back over 2,000 years.

Crafted from a secret Spanish family recipe of Mediterranean citrus fruits infused with selected spices and botanicals, Licor 43 delivers layered flavours of vanilla, caramel and honey. Careful maceration and blending gives it its famous golden colour and a silky smooth texture.

One million case sales target



Licor 43 has more than doubled its international sales

over the past five years, Zamora reports. Available across 68 markets, the brand's most significant presence is in the Netherlands (No 1 liqueur), Germany (No 1 international fruit liqueur), the US and Mexico, (fastest growing imported liqueur) and Brazil (No 1 imported liqueur).

A new look for Zamora International's Licor 43

Zamora International, Director Global Duty Free, Antony Kime comments: "Licor 43 presents an unrivalled opportunity within travel retail. It has grown consistently and from strength to strength in recent years and the new bottle will heighten awareness and drive the brand's continued global success.

"As part of our overall growth strategy for Licor 43, travel retail plays an important role in building consumer awareness and trial. It is integral to our ambition for it to become a 1 million case brand."

The new look Licor 43 will be available in the full range of pack sizes from February 2015.

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