

Exclusive news and research for the wine, spirits and beer executive

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Spain's Zamora Aims To Raise Its U.S. Profile

Third-generation family-owned Zamora Co. is undertaking a new push in the U.S. market, recently announcing an expansion of its Dallas-based Zamora Co. USA subsidiary and a national distribution partnership with Southern Glazer's. Known for its flagship Licor 43 liqueur and Ramon Bilbao wines, Spain-based Zamora has revenues of approximately \$230 million.

"We have a clear vision to be a global company," Zamora CEO Emilio Restoy tells SND. "The U.S. represents about 25% of all premium spirits consumption worldwide, so it's a no-brainer that we need to be relevant in that market. That's why we created our own route-to-market—to maximize the opportunities for our premium brands."

To that end, Zamora has been ramping up its U.S. investment, forming its Zamora Co. USA unit about a year ago in partnership with Double Cross vodka owner Old Nassau Imports. Initially, the Zamora Co. USA portfolio included Licor 43, Double Cross, Yellow Rose whiskey, Martin Miller's gin, and Lolea sangria. Earlier this month, the range was expanded with Zamora's Ramon Bilbao, Ribera Cruz de Alba, and Mar de Frades wine brands, as well as Villa Massa Limoncello. Those labels were previously handled by Deutsch Family Wine & Spirits.

Zamora Co. USA is led by CEO Bill Corbett, formerly senior vice president of sales at Rémy Cointreau USA. The company now has a team of 35, and is partnered with Southern Glazer's across 41 markets. Restoy says Licor 43 and Rioja-based Ramon Bilbao—which together account for about 65% of Zamora's global volume—are priorities.

Licor 43 has hovered around at 65,000 cases in the U.S. in recent years, while Ramon Bilbao is at about 13,000 cases. Pointing to Licor 43's success in Mexico, where it's often consumed with coffee, Restoy says Licor 43 has an opportunity to tap into the Latino demographic in the U.S. Martin Miller's, which is now at around 35,000 cases, has been rising in the upscale gin segment and also has greater upside, the company believes, as upscale gins garner growing interest within the mixology community. Similarly, Lolea sangria has been gaining traction, jumping from 17,000 cases in 2015 to 53,000 cases last year, according to Impact Databank.

Zamora is also present in the American whiskey segment with Houston, Texas-based Yellow Rose, in which it took an equity stake in 2017. For now, Restoy says Yellow Rose is focused mainly on Texas and other southern states, but will roll into more markets moving forward.

News Briefs:

- Kentucky's Bardstown Bourbon Company has named Mark Erwin as its new CEO, replacing departing executive David Mandell. Before joining Bardstown as CEO, Erwin was a member of the company's board of directors and cofounded the

Karakoram Group, a strategic consulting firm. He is also a 25-year veteran of the U.S. Army, serving with and leading America's special forces. Erwin will remain on the board during the transition and Mandell will remain a minority shareholder in the company following his departure.

- Beam Suntory has launched the third iteration of its Little Book limited edition whiskey. Little Book Chapter 3: "The Road Home" is a blend of four whiskeys selected from Beam Suntory's Small Batch Bourbon Collection and, like all previous Little Book releases, was developed by Freddie Noe. The 61.3% abv Bourbon is made from 9-year-old Knob Creek and Basil Hayden's, 11-year-old Booker's, and 12-year-old Baker's, though the company didn't disclose the proportions. Little Book "The Road Home" is rolling out now across the U.S. in limited quantities at a suggested price of \$125.

- International vodka giant Roust Corporation has appointed Scott Oliver as the new CEO of Roust Americas. In his new role, Oliver will be responsible for developing the company's market position and sales strategy throughout the Americas while reporting to Pavel Merkul, Roust Corporation's CEO. Prior to this appointment, Oliver led the company's business in Canada. He brings over two decades of experience to the role and has worked at Treasury Wine Estates and Select Wines and Spirits. Roust produces Russian Standard, among other vodka brands, and reports that business in the Americas is up 24% year-to-date through June 2019.

- Grain & Barrel Spirits has launched a new Bourbon label in its Chicken Cock family of whiskeys, the first widely available release for the brand. The non-age statement whiskey is produced in Kentucky under the supervision of Chicken Cock master distiller Gregg Snyder through Bardstown Bourbon Company's collaborative distiller's program and bottled at 45% abv. In addition to Chicken Cock Whiskey Kentucky Straight Bourbon, the company has released an eight-year-old 160th Anniversary whiskey (\$100), Double Barrel Bourbon (10 years old, \$250), and Beer Barrel Select (\$80).

- Champagne Armand de Brignac is releasing its Blanc de Noirs Assemblage Three in the U.S. market, with only 3,535 bottles of the ultra-prestige cuvée available. It's made from Pinot Noir sourced from the 2009, 2010, and 2012 vintages, and each bottle is individually numbered and labeled with its disgorgement date. Champagne Armand de Brignac Blanc de Noirs Assemblage Three is available at fine wine stores in select U.S. cities, retail priced at \$1,000 a 750-ml. Champagne Armand de Brignac was purchased by Jay-Z in 2014.

- Napa Valley winemaker Trefethen Family Vineyards is launching The Cowgirl and the Pilot as the final entry in its Legacy Collection, which honors a generation of the Trefethen Family. The inaugural 2016 vintage is 100% Merlot from Trefethen's estate vineyards. It will be sold at the winery and distributed nationwide with a retail price of \$90 a 750-ml.

Craft Brewing and Distilling News:

- Eugene, Oregon-based Ninkasi Brewing Company has released Heart and Science West Coast IPA. The 6.8% abv brew is the latest addition to its year-round lineup, available on draft and in 12-ounce cans throughout the brewery's distribution area in the western U.S. Originally rolled out earlier this year as a seasonal offering, Heart and Science is a tribute to the people of the Pacific Northwest craft beer industry. Ninkasi, founded in 2006, was ranked No.-33 by volume among U.S. craft brewers, according to the Brewers Association.

- Austin, Texas-based St Elmo Brewing Co. is releasing the first in a planned series of seasonal hard seltzers. The first release, named Ripple, comes in two flavors, lemon/lime Citrus and mango/guava/passionfruit Tropical, both 4.5% abv. Ripple, whose name comes from a Grateful Dead song, is currently available at St Elmo's taproom for \$4 a glass or to go in a 32-ounce crowler for \$7.

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- [Interview, Part 1: Tom Steffanci, President, Deutsch Family Wine & Spirits](#)
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