

Henkell Freixenet Germany to become sales distributor for Zamora Company spirit brands in Germany

- Strong brands Licor 43, Martin Miller' Gin and Villa Massa limoncello with ambitious growth strategy
- Optimal use of companies' joint DNA and cross promotion opportunities between brands
- Philipp Gattermayer, Managing Director Sales and Distribution for Henkell Freixenet Germany: "We will commit all our sales power and know-how to this German-Spanish cooperation."
- Ali Hariri, Europe & Emerging Markets Cluster Director: "Our brands have found the best partner possible, our customers will be the beneficiaries".

Wiesbaden/Zamora, October 2023. From the year 2024 onwards, Henkell Freixenet will become the German sales distributor for the spirit portfolio of Zamora Company, a leading owner and distributor of numerous prestigious spirit and wine brands.

The portfolio will include the focus brands Licor 43 - the world's fastest growing premium liqueur, Martin Miller'Gin - Spain's leading premium gin, and Villa Massa - a globally popular Limoncello from Sorrento, Italy.



Henkell Freixenet and Zamora Company are pursuing an ambitious growth strategy together, benefiting from their strong strategic fit. They share professional values, not only thanks to the premium focus and Spanish DNA inherent in both companies. In addition, Henkell Freixenet's portfolio offers a wealth of products and brands that enable the implementation of innovative projects and collaborations.

Philipp Gattermayer, Managing Director Sales and Distribution for Henkell Freixenet Germany, says: "Both organizations share the same professional standards and values. We will commit all our sales power and know-how to this German-Spanish cooperation."

Ali Hariri, Europe & Emerging Markets Cluster Director: "Our brands have found the

best partner possible. Together, we are mutually committed to achieving results that surpass any and all previous Licor 43 benchmarks. Our customers will be the winners. I would like to take this opportunity to expressly thank our previous distribution partner, Schwarze & Schlichte GmbH, for the many years of successful cooperation.”

NOTE TO PRESS:

On Monday 9 October, at 13 pm, representatives from both companies will be available for questions and photos at the Zamora-Booth (18C25)at Bar Convent Berlin.

About Henkell Freixenet

Henkell Freixenet is the German-Spanish alliance of the family-owned companies Henkell, based in Wiesbaden, Germany, and Freixenet, based in Sant Sadurni D'Anoia, Spain. The company is the world's leading sparkling wine company and has a unique portfolio of brands for sparkling wine, still wine and spirits. Global brands such as Freixenet, Mionetto and Henkell are part of the group, as are I heart Wines, Mangaroca Batida and a portfolio of multiple award-winning wineries and brands. The highest standards of quality and craftsmanship spur the Henkell Freixenet team on, as does the vision of representing one in ten glasses of sparkling wine worldwide in the medium term.

For more information, visit www.henkell-freixenet.com.

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About Zamora Company

Zamora Company is a 100% family-owned Spanish company that produces and markets high-value-added spirits and wines, focused on customer satisfaction and the creation and development of premium brands. With operations in more than 80 countries, Zamora Company is made up of an experienced international team of more than 500 people and an extensive portfolio of premium brands, with production plants in Spain, Italy, USA, and an annual turnover of 265 million euros (2022).

Zamora Company celebrated its 75th anniversary in 2021. The Spanish company emerged from the hand of Licor 43 and today owns internationally renowned brands such as Licor 43, Ramón Bilbao, Limoncello Villa Massa, Martin Miller's Gin, Sangría Lolea, Mar de Frades, Pacharán Zoco, Cruz de Alba, Thunder Bitch and Orujos El Afilador. In addition, Zamora Company works for its Legacy of the Future, which is focused on doing good for consumers and society, for its employees and the planet, without compromising the future of generations to come and in line with the 2030 agenda of the United Nations. Zamora Company through a membership became part of the Spanish Network of the United Nations Global Compact in Spain. www.zamoracompany.com

Press release



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