

Licor 43 marks 75th anniversary with chocolate spirit



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Spanish liqueur Licor 43 has unveiled its final product launch for its 75th anniversary year - a limited-edition fusion of Licor 43 Original with 100% sustainably sourced cocoa.

The new Licor 43 Chocolate, which has an ABV of 16% and retails at €22.99 in the Netherlands, will be available for a limited time globally.

Licor 43 and chocolate was a popular combination in Spain in the 1970s and 1980s, and today many Licor 43 cocktail creations have chocolate on their ingredients list.

The Licor 43 Chocolate release follows on from the Licor 43 Horchata vegan 'cream' liqueur launched last year, and several ready-to-drink (RTD) portfolio additions in 2021: Licor 43 Carajillo, Cocktail 43 Fresco Apple, Cocktail 43 Milk and Cocktail 43 Nitro & Coffee.

Julian Fernandez, Global Marketing & Innovation Director for Spirits at Zamora Company, said: "Just like coffee, chocolate has long had its place in Licor 43's story. Since 2017, we have worked with Danish chocolatier Anthon Berg for their Licor 43 flavored bonbons, and ever since we joined the world of social media we have found that our posts involving chocolate desserts with Licor 43 are among the most successful interactions we have with our consumers."

He continued: "Our mission is to bring excitement, dynamism and passion to the liqueur category,

attracting new consumers around the world with innovative drinks releases. Chocolate is a product loved the world over, and we are confident that our limited edition Licor 43 Chocolate will be too.”

Licor 43 is supporting the activities of the Cocoa Horizons Foundation whose mission is to improve the livelihoods of cocoa farmers and their communities through the promotion of sustainable, entrepreneurial farming, improved productivity, and community development, which protect nature and children.

The Foundation also serves as a platform for partners to scale up their own impact by targeting funds and pooling resources, helping to drive the demand for sustainable cocoa.

Licor 43 Original - currently the fastest-growing international liqueur (source: IWSR Nov 2020) - is 75 years old this year, and is made from a secret family recipe of 43 natural ingredients including selected Mediterranean citrus fruits and botanicals.