



CUARENTA Y TRES

BRAND FACTS

HISTORY

THE ORIGINS OF LICOR 43 STRETCH BACK TO 209 BC.

LEGEND HAS IT THAT WHEN CONQUERING ROMAN ARMIES ARRIVED IN THE ANCIENT CITY OF CARTAGENA THEY ENCOUNTERED A LIQUEUR MADE FROM SECRET INGREDIENTS THAT WAS SO DIVINE THEY PROHIBITED ITS PRODUCTION AND DESTROYED THE PREMISES WHERE IT HAD BEEN CRAFTED.

STILL, THE PEOPLE OF THE REGION CARRIED ON MAKING IT IN SECRET, AND IT BECAME POPULAR AMONG ELITE SOCIETY AT THE HEIGHT OF THE ROMAN EMPIRE. IT WAS KNOWN AS "LICOR MIRABILIS," WHICH MEANS "MARVELOUS LIQUEUR."

TODAY LICOR 43 IS DRAWN FROM THE SAME SECRET FORMULA AND USES ONLY NATURAL INGREDIENTS. ITS NAME IS DERIVED FROM THE 43 BASIC INGREDIENTS FROM WHICH IT IS MADE.

TASTING NOTES

MADE FROM 43 DIFFERENT INGREDIENTS, LICOR 43 HAS A SEDUCTIVE BOUQUET AND AN ATTRACTIVE GOLDEN COLOR THAT STIMULATES YOUR MANY SENSES AND BRINGS THE TRUE SPIRIT OF SPAIN TO LIFE.

COLOR: BRILLIANT LIQUID GOLD

NOSE: CITRUS AND ORANGE BLOSSOM SCENTS
ENHANCED BY A SUBTLE TOUCH OF VANILLA

AWARD WINNING CRAFTSMANSHIP

2013 SAN FRANCISCO SPIRITS COMPETITION – GOLD MEDAL



KEY SELLING POINTS

- + EXCEPTIONAL QUALITY.
- + SMOOTHNESS AND VERSATILITY.
- + MIXES WITH EVERYTHING, INCLUDING JUICE, SODA, COFFEE, MILK, AND OTHER SPIRITS.
- + THE HEART AND SOUL OF SPAIN: PRODUCED IN SPAIN, ON THE MEDITERRANEAN, LICOR 43 REPRESENTS THE SOCIABLE, PASSIONATE, AND SEDUCTIVE SPANISH LIFESTYLE.



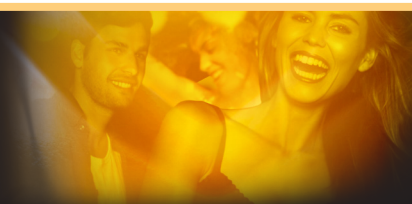
TONIGHT'S SECRET INGREDIENT.™

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CATEGORY PERFORMANCE

+ LICOR 43 GROWTH OUTPACES THE CORDIAL CATEGORY WITH DOLLAR SALES TRENDING DOUBLE DIGITS NATIONALLY.

TRADE POSITIONING

OFF-PREMISE

- + POSITION LICOR 43 IN A PROMINENT LOCATION ON THE SHELF IN THE LIQUEUR/CORDIAL SECTION ADJACENT TO JAGERMEISTER, WILD TURKEY AMERICAN HONEY AND TUACA AT EYE-LEVEL.
- + DISPLAY LICOR 43 IN A PROMINENT LOCATION.

ON-PREMISE

- + FEATURE LICOR 43 ON SHOT MENUS TO PROMOTE THE SPECIALTY SHOT KNOWN AS LICOR 43 MINI BEER
- + CAPITALIZE ON THE VERSATILITY OF LICOR 43 BY FEATURING SIGNATURE DRINKS ON SPECIALTY COCKTAIL MENUS AND AFTER DINNER DRINK MENUS



LICOR 43 ROCKS

1.5 oz LICOR 43
Serve on the rocks.



43 MINI BEER™

Splash Heavy Cream
Pour LICOR 43 in mini mug
about 2/3 of the way. Layer
heavy cream on top.



43 PINEAPPLE

1.25 oz LICOR 43
.5 oz Luksusowa Vodka
6 oz Pineapple Juice
Shake and strain over ice
in a highball glass. Garnish
with an orange wheel.



43 CARAJILLO

1.5 oz LICOR 43
3 oz espresso
Pour ingredients into a
glass over ice and serve.

LICOR 43 SPECS										
WJD Item No.	Btls	Package	ALC. %	UPC	SCC	Case Weight (lbs.)	Case Dimensions (LxWxH)	CS/ Pallet	CS/ Layer	Layers/ Pallet
861020550300	12	750ml	31	0 83664 85354 0	10083664853547	37.04	15.6 x 11.8 x 10.8	50	5	10
861020550000	12	1L	31	0 83664 85353 3	10083664853530	46.96	17.1 x 12.5 x 11.6	40	5	8
861020551400	12	375ml	31	0 83664 85355 7	10083664853554	21.83	13.3 x 10.2 x 8.4	98	7	14
861020550400	6	1.75ml	31	0 83664 87052 3	10083664870520	44.09	12.5 x 10.6 x 12.5	45	5	9
861020550900	60	50ml	31	0 83664 85356 4	10083664853561	18.52	15.3 x 11.8 x 5.5	100	10	10

TONIGHT'S SECRET INGREDIENT.™

IT'S NO SECRET: ALWAYS DRINK RESPONSIBLY.

LICOR 43™ LIQUEUR, 31% ALC./VOL. ©2013 DEUTSCH FAMILY WINE & SPIRITS, WHITE PLAINS, NY. PRODUCT OF SPAIN, PRODUCED BY DZ LICORS S.L.

