



Villa Massa revitalises limoncello category with new packaging

18th April 2016: Diego Zamora Group, the premium wines and spirits producer, is introducing new packaging for Villa Massa, the world's No.1 limoncello¹. Launched to coincide with the brand's 25th anniversary celebrations, Villa Massa's evolutionary redesign communicates its authenticity and premium position in the market. The new packaging is available this month worldwide in 70cl bottles, with the rest of the portfolio rolling out in July.

Key design changes modernise the bottle and reflect the quality of this Italian liqueur, educating consumers and encouraging trial. A refreshed taller bottle has Villa Massa etched into its iconic frosted glass and a larger cap displays the words *Ricetta Familiare*, paying homage to the family recipe that dates back to the 1890s.

On the front label the brand story is told through a captivating illustration of the Massa family villa, the family crest and signature, the Italian flag and the words: *Piano di Sorrento – Italia*. There is also a bold category and origin reminder, *Limoncello Liquore di Limone di Sorrento*, to reinforce that Villa Massa is made in Sorrento, Italy. On the back label, the 'best served ice cold' message is highlighted together with the new aperitivo signature serve, Villa Massa & Tonica, which is Villa Massa and tonic served long over cubed iced and garnished with fresh basil leaves.

Founded by Stefano and Sergio Massa in 1991, Villa Massa was the first company to commercialise an artisanal limoncello available in Italy and abroad. Premium limoncello is growing faster than the overall category (5% vs 2%) and within premium limoncello, Villa Massa is the market leader, holding a 36% value share¹.

What makes Villa Massa different from other limoncellos is its consistent, fresh and balanced taste - 'just like mamma's limoncello' - achieved by using only the peel of PGI Sorrento oval lemons², with no added flavouring or colouring. Villa Massa is the only limoncello which has

its own lemon groves, *Le Grotelle*, which are open to the public and still managed by the family today.

Primary target consumers are male aged 30-45, with a special interest in craft, gastronomy and wines and spirits.

The co-owner of Villa Massa, Stefano Massa says: “As the leading limoncello brand in the world, we are excited to celebrate our 25th anniversary and share this refreshed pack design with our customers and consumers. We are proud of the craft that goes into creating this special liquid and of the family culinary heritage behind Villa Massa. Now, with the revitalisation of the brand’s packaging we can effectively tell that story and encourage trial of Villa Massa while reinforcing those qualities that have led to its popularity over 25 years.”

Villa Massa has a premium price and is sold in over 50 countries across five continents.

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¹ IWSR 2014 (value)

² **The PGI (Protected Geographical Indication) lemon of Sorrento** grows only in the towns of the Sorrento peninsula (Massa Lubrense, Meta, Piano di Sorrento, Sant’Angelo, Sorrento, Vico Equense), as well on the island of Capri. This designation was given by the European Union in 2002.

Villa Massa Signature Serves

Digestivo

Serve neat and ice cold in a limoncello glass

Aperitivo Villa Massa & Tonica

Ingredients:

50ml Villa Massa

150ml Tonic Water

4 basil leaves

Method: Build in a large wine glass with cubed ice

Garnish: Fresh basil leaves

Tasting notes:

Appearance: Hazy, pale golden yellow

Aroma: Pungent, freshly grated lemon zest

Taste: Clean zesty lemon with cleansing citric acidity balancing light sweetness

Aftertaste: Long lemony finish with cleansing acidity

About Villa Massa

Villa Massa is an Italian family business spanning two generations. Villa Massa was founded in 1991 and was the first company to craft, market and sell its brand in Italy and internationally. Based on a family recipe that dates back to the 1890s, Villa Massa is handmade in Sorrento, Italy using only the peels of P.G.I. "Sorrento Oval Lemons". Villa Massa is the only limoncello brand with its own lemon grove 'Le Grotelle'.

About Zamora Company

Zamora Company, a 100% family owned Spanish company based in Cartagena was founded in 1946. The principal aim was commercialising its flagship brand Licor 43, which was first produced in 1924. Now, it is one of the leading companies in the beverage industry. Focused on the production and marketing of premium spirits and wines in Spain and internationally its brands are available in over 70 markets.