

Distillerie  
**MOCCIA**  
FERRARA · ITALIA



**COMPANY PRESS PRESENTATION**



**Distillerie Moccia was established in 1946** in a small building, and using typically artisan methods, the distillery produced a new, original-formula of egg liqueur which was registered under the **ZABOV trademark**.

The success of ZABOV led Distillerie Moccia to progress from a small artisan workshop into a modern and organised company. **In the early '60s** the firm expanded its product range to reflect market demand, ultimately creating a portfolio of **70 different liqueurs**. New drinks were created such Sambuca Greca and Amaretto Moccia and the company entered into **exclusive-distribution agreements** with leading brands of Scotch whiskies, French cognacs and eastern-European spirits.

**In 1976 Distillerie Moccia changed ownership**, from the Moccia family to the Ori family. The new management made significant investments in the company, **giving a further boost to the firm's growth on the Italian and international markets**.



## THE COMPANY TODAY

**Distillerie Moccia's turnover today** is 100 times more than at the time of its establishment and ZABOV, the company's top brand, became the leader of the egg-liqueur market segment. Producing 20 different liqueurs, including amaretto, sambuca, limoncello and punch, Distillerie Moccia has a market presence in many European nations and is currently making significant investments in non-European countries such as Brazil, Argentina and the United States.

In keeping with the trajectory of investments embarked upon by the owner-family thirty years ago, **in 2013 Distillerie Moccia acquired PUNCH BARBIERI from the Campari Group**. Punch Barbieri is a brand leader in the market, like ZABOV, and another icon of Italian tradition.



## THE COMPANY'S NUMBERS

Setting up: **1946**

Change of ownership: **1976**

Surface area plant: **15.000 square meters**

Number of employees: **20**

Turnover 2012: **3.000.000 €**

Allocation of turnover 2012: **85% ITALY - 15% EXPORT**

Main export countries: **UNITED STATES, CANADA, GERMANY, NETHERLANDS,  
AUSTRIA, SWITZERLAND, LITHUANIA**



## Corporate Communications

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