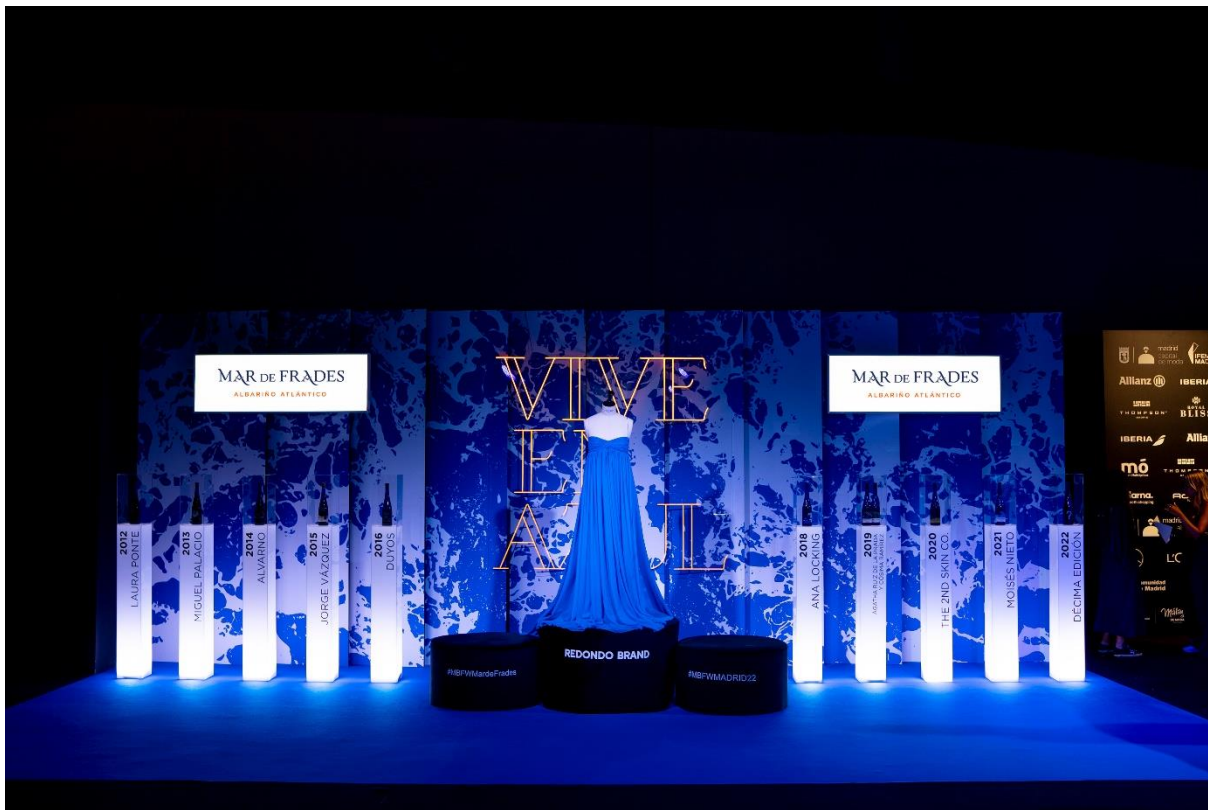


MAR DE FRADES ONCE AGAIN SHOWS ITS SUPPORT FOR FASHION AND DESIGN AT THE 76TH EDITION OF THE MERCEDES BENZ FASHION WEEK MADRID



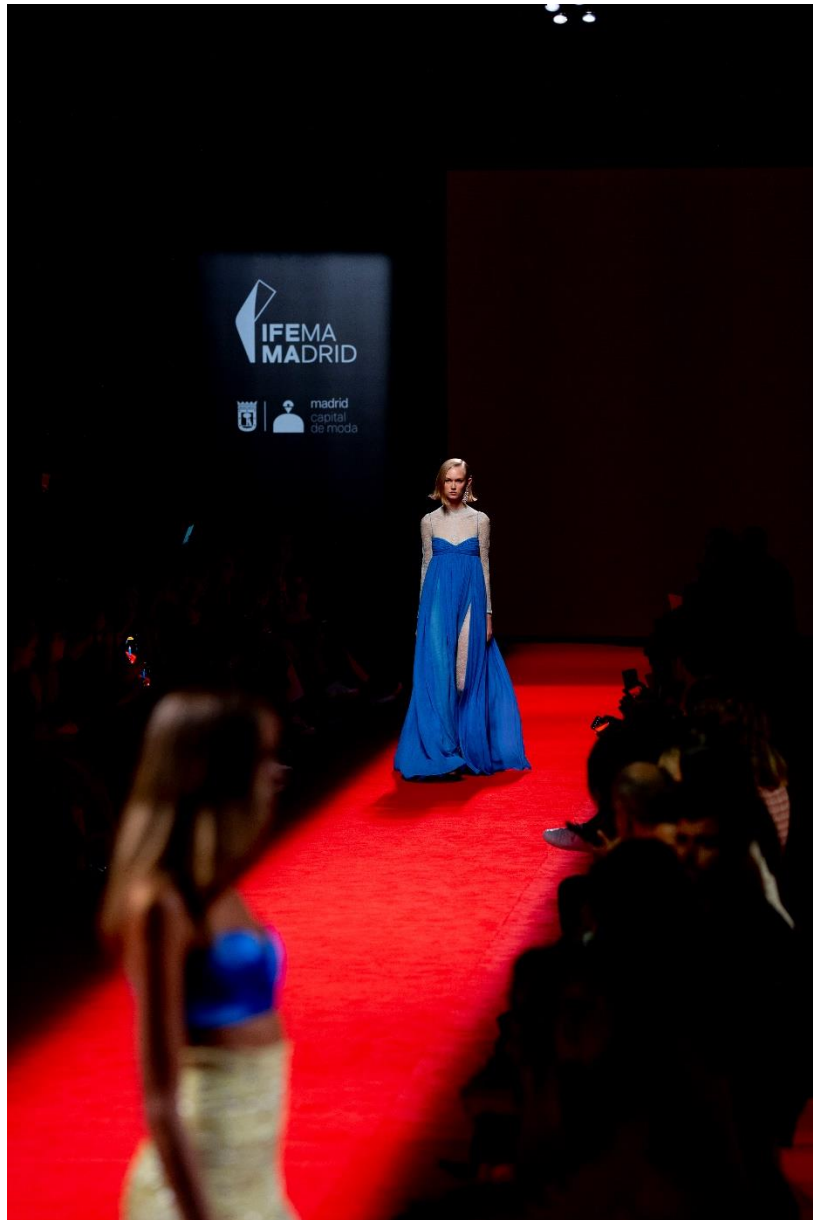
Madrid, September 16, 2022.- Fashion's favorite wine will be part of a another edition of the great Spanish fashion catwalk, the MBFW Madrid, this time in the 76th edition which will be held from September 14th to the 18th in hall 14.1 of IFEMA Madrid. Mar de Frades expresses its faithful commitment to the world of fashion and the new promises of design, giving this new edition its freshness and Atlantic character that distinguishes it through the fashionable grape Albariño.

Mar de Frades will bring the opportunity to toast the new designs of the outstanding Spanish designers who are part of the new edition Mercedes-Benz Fashion Week Madrid. The ideal moment between the runway shows that will allow attendees to enjoy a fashion experience thanks to the freshness and salinity of the grape albariño.

The presence of Mar de Frades as an official wine of the MBFW Madrid signifies yet another moment that demonstrates the brand's commitment to the world of fashion. In addition to this collaboration, the Galician winery maintains its ideology of fashion and lifestyle, collaborating since 2012 with outstanding designers of the national panorama such as The 2nd Skin Co., Ana Locking, Duyos, Agatha Ruíz de la Prada or the most recent, Moisés Nieto.

for the creation of the special edition of its iconic bottle each year.

This commitment, which has been established in the DNA of the winery, highlights the brand's dedication to new promises of design, which began in the previous edition of the MBFWMadrid at the hand of the young designer Fabio Encinar and his dress inspired by the essence of Mar de Frades. For this current edition, the emerging designer Jorge Redondo (winner of the prize for the best collection of the 75th edition of the MBFWMadrid and the favorite among celebrities and guests) will be showing his take on the iconic winery.



“A very light dress with a lot of movement, the movement of the waves of the sea that come and go, like the design when walking. This time we combine two tones in blue, the Klein of the long dress made of silk georgette, once again evoking the water and glass of the Mar de Frades bottles as well as the aquamarine blue of the jumpsuit made in Chantilly, a lighter shade that emulates the soft rolling of the

waves”, comments Redondo about the design that he has presented on the Madrid catwalk. The Galician winery reaffirms its alliance with the world of design and fashion, as well as its continued support for the field of culture and art through the sponsorship of the San Sebastián International Festival. This time Mar de Frades will conquer again the Mercedes Benz Fashion Week Madrid accredited as the exclusive white wine of the big fashion events

About Mar de Frades

Mar de Frades was founded in 1987 and is located in the Salnés Valley, where the Atlantic breezes come together with granite soils to produce grapes that create wines that are aromatic, fresh, and tasty with rich mineral and salty aromas. Today, the winery has 60 hectares of vineyards in some of the best plots of the Salnés and Ulla valleys, and additionally purchases grapes from more than 200 individual growers, making it one of the largest wine producers in the territory. Mar de Frades is an innovative winery in constant search of the maximum expression of Albariño.

About Zamora Company

Zamora Company is a Spanish company with 100% family capital, which produces and markets spirits and wines with high added value, oriented towards customer satisfaction and to the creation and development of premium brands. With a presence 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, the USA, and with an annual turnover of 172.2 million euros (2020).

Zamora Company celebrated in 2021 the 75th anniversary of its founding. The Spanish company emerged from the hand of Licor 43 and today is the owner of many prestigious international 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 to the distributed brands that make up the product portfolio of the family company: Matusalem, Tequila Buen Amigo and Champagne Pommery among others.

In addition, at Zamora Company we work for Our Future Legacy, which is focused in doing good for consumers, society, for our employees and for the planet, without compromising the future of following generations and aligned with the 2030 agenda of the United Nations. Recently, Zamora Company, through an adhesion, entered to form part of the Spanish Network of the United Nations Global Compact in Spain.

www.zamoracompany.com