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Mexico: New alcohol outlet aims for 5,000 stores by 2020

Budget alcohol outlet company Licor Zone aims to open 5,000 stores by 2020 by selling “most” of them to private investors.

The company will establish the rent, permits, inventory and decoration for each store, awarding the investor full ownership in return for allowing Licor Zone to act as the operator.

Licor Zone plans to “break ground” in rural Mexico by selling their stores for prices as low as US$10,000 to US$25,000 depending on the store size and location, before expanding its business model into the US, Europe, Latin America and Asia.

The company produces a portfolio of spirits available through their own stores directly at prices as low as US$3.33 for 750ml.  
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