



MARTIN AUZMENDI

Co-Founder

Martín Auzmendi is a journalist and entrepreneur with more than 15 years of experience within the beverage and spirits industry. After studying Psychology and Literature, Martín started working as a bartender and fell in love with the hospitality industry. He began working in bars & restaurants which led to his career as a food & beverage journalist.

During his journalist career, Martín has written articles for local magazines & websites, and has collaborated with books & other publications. He is the co-author of two books, *Cervezas Argentinas* and *Nuestra Pizza* and the author of *Cócteles en el Camino*.

Alongside his journalism career, Martín has worked for spirits companies (including Diageo, Cepas Argentinas and Campari) focusing on communications, brand training and developing brand strategies.

Martín always dreamed of creating a local vermouth and his dream came true when partnering with three friends (Agustin Camps, Julian Diaz & Sebastian Zuccardi) to create La Fuerza. Today Martín leads global communications, marketing and product innovation for La Fuerza.

Martín lives in Buenos Aires and enjoys spending time in Downtown BA and Chacarita.



Favorite La Fuerza Cocktail:

Primavera en los Andes with tonic, Chacarita Spritz and La Fuerza Negroni



Favorite Places to Visit:

Martín has a special love for Rio de Janeiro, but also loves to visit San Francisco, Paris & Uruguay.



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