



# TONKAWA BOOTS

By

Grupo Zamoca



# Grupo Zamoca

## A Timeline of Key Events

1983

### Small steps

Our founder Daniel Lozano starts selling shoes from door to door in Monterrey to bring food to the table



1988



### Go big or go home

Retail selling is not good enough. The idea of selling to wholesalers start to take form and the trips to León start in an old volkswagen, selling around 300 pairs a week

1990

### A new beginning

Why staying just selling shoes door to door? That's what Daniel Thought and along with Fide his wife decided to move lo León and star manufacturing them



1991

### Dalfi is born



Husband and wife join forces (and names) and create DALFI a brand manufactured all casual and dress shoes. Starting with small orders around 200 pairs a week.

2012

### Let`s go formal

After years of a succesful business with a production of 2,500 pairs a week, it was time for 2 things: go formal and bring the kids to the business and so Grupo Zamoca was born



2023



### Big changes

Our production increase to 4,000 pairs a week so we decided to formalize another business that we had been working on. Having always love the cowboy tradition we decided to make strategic alliances to start selling cowboy boots



THE SOUL  
OF THE  
WEST ON  
YOUR FEET



# OUR BOOTS





LEGACY



CRAFTMANSHIP



ROOTS

STRENGTH





# TANKAWA BOOTS