

ADD TROPICAL PASSION BY THE OUNCE

A MINI BOTTLE BURSTING WITH OPPORTUNITY

The Passoã 50ml format brings the vibrant flavor of real passion fruit to life in a convenient, fun-sized format. Ideal for on-premise cocktail programs, tasting flights, hotel minibars, sampler packs, and POS displays, this mini packs all the tropical energy of the full-size bottle into a highly versatile, impulse-ready format.

WHY PASSOÃ?

- #1 Passion Fruit Liqueur in the World
- Made with real passion fruit juice
- 20% ABV — perfectly balanced for cocktails and shots
- Vibrant magenta color and tropical aroma
- A global favorite with 40+ years of heritage
- A social media-ready product that turns heads and cocktails alike

With global leadership in the passion fruit liqueur category, Passoã offers proven appeal, exceptional quality, and endless versatility.



GEN Z LOVES COLOR, FLAVOR & FUN

Today's younger consumers—especially Gen Z— are driven by **EXPERIENCE, FLAVOR, & VISUAL IMPACT:**

- Bright, tropical flavors like passion fruit, mango, and guava are among the fastest-growing flavor profiles in U.S. cocktail menus.
- Gen Z favors colorful, photogenic cocktails they can share on social media.
- The vibrant Passoã pink hue and fruity profile make it a perfect match for the visually-driven cocktail culture emerging across brunch spots, beach bars, and nightlife.
- Passoã 50ml gives bartenders and retailers a plug-and-play tool to tap into these evolving flavor trends and deliver drinks that stand out both on the menu and online.

CLIP-ON BOTTLES = COCKTAIL THEATER

Adding a Passoã 50ml mini bottle clipped to a cocktail isn't just functional—it's experiential:

- Transforms a drink into a moment of interaction & discovery, as guests pour it themselves.
- Creates a visually striking “cocktail reveal” moment guests love to capture and share.
- Adds a sense of elevated fun and personalization, making every serve feel special.
- Perfect for group orders, brunch menus, rooftop parties, and VIP experiences.

When Passoã is clipped on, it's more than a garnish—
it's a conversation starter and an Instagram story waiting to happen.

RETAIL PARADISE

PERFECT FOR ON-PREMISE ACTIVATION



Clip-on Cocktail Programs:

Attach 50ml bottles directly to cocktail glasses or garnish picks to create Instagrammable DIY moments.

Offer Passoã-topped Margaritas, Mojitos, Mimosas, or Sunset Spritzes—guaranteed to drive engagement.

Tasting Flights & Mini Menus:

Pair with other minis (vodka, rum, tequila) for tropical tasting boards. Ideal for shot specials, brunch menus, and happy hour programs.



RETAILER & OPERATOR BENEFITS

- Turnkey activations that boost check size and engagement.
- Versatile format that fits cocktails, shots, retail bundles, and seasonal programs.
- Drives trial while keeping cost-per-drink low and margins high.
- Fully supported by POS materials, digital assets, and social campaign ideas.

RETAIL & GIFTING MAGIC

Impulse Purchases:

Eye-catching pink bottle perfect for front-of-store displays, gift bags, or check-out counter merchandising.

Seasonal Promotions:

Add to holiday cocktail kits, summer party bundles, or Valentine's Day & Mother's Day gifting activations.

Multipack Potential:

Offer as a 3-pack or 6-pack to boost basket size and drive increased discovery.

COCKTAIL VERSATILITY ONE LITTLE BOTTLE, MANY OPTIONS

MARGARITAS



Passion Fruit Margarita

MARTINIS



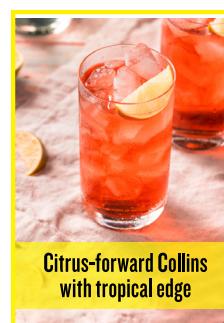
Pornstar Martini,
Tropical Espresso Martini

SPRITZES



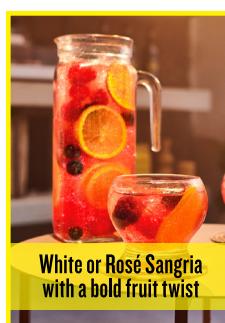
Passoã Spritz
w/ prosecco and soda

COLLINS



Citrus-forward Collins
with tropical edge

SANGRIAS



White or Rosé Sangria
with a bold fruit twist

MOJITOS



Tropical Mojito
with lime & mint