

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 the 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.



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.

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.

COCKTAIL VERSATILITY ONE LITTLE BOTTLE, MANY OPTIONS

MARGARITAS



Passoã Fruit
Margarita

MARTINIS



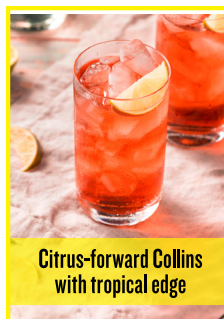
Pornstar Martini,
Tropical Espresso Martini

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