

UNLEASH THE SUNSET COCKTAIL OPPORTUNITY

INTRODUCING PASSOÃ PASSION FRUIT LIQUEUR
NOW IN A BOLD NEW BOTTLE FOR THE U.S. MARKET

CATEGORY & CONSUMER TRENDS

TROPICAL FLAVORS ARE BOOMING

Passion fruit leads the charge among trending tropical flavors, as consumers seek bold, escapist taste experiences—especially in the cocktail and RTD space. Gen Z & Millennials are Visually-Driven Flavor Seekers

THE PORNSTAR MARTINI IS STILL HOT

This iconic, theater-driven cocktail remains a top choice in bars and restaurants across the U.S., driven by its photogenic serve, tropical flavor, and sparkling sidecar.

GEN Z & MILLENNIALS ARE VISUALLY-DRIVEN FLAVOR SEEKERS

Younger consumers prioritize bold, exotic flavor and drinks that are Instagrammable and socially expressive. Cocktail menus that look good perform better.

A BOLD NEW LOOK. A PROVEN FAVORITE.

MATTE BLACK GLASS

The new bottle features a premium matte finish that offers a luxurious feel to the touch and a modern look on the shelf or back bar.

STYLISH, TACTILE, AND INSTAGRAM-READ

Designed for visual impact and bartender usability, the new bottle is built to shine in on-premise environments and digital moments.

SEE-THROUGH SUNSET WINDOW

A transparent section of the bottle reveals the bright orange hue of the liqueur inside—evoking tropical sunsets and signaling flavor excitement.

INTRODUCING 1LT BOTTLE FOR ON PREMISE



ABOUT PASSOÃ

#1 PASSION FRUIT LIQUEUR GLOBALLY

PassoÃ is the leading name in passion fruit liqueurs, distributed in over 50 countries and trusted by bartenders for flavor, versatility, and quality.

THE ORIGINAL IN THE PORNSTAR MARTINI

Invented in 2002 by Douglas Ankrah at Townhouse Bar, London, the Pornstar Martini used PassoÃ as its original passion fruit base—now a global cocktail icon.

CELEBRATING 40 YEARS OF SUNSET FLAVOR

Introduced in 1985, PassoÃ marks its 40th anniversary in 2025, honoring four decades of bold cocktails and tropical escapism.

THE ULTIMATE SUNSET MODIFIER

PassoÃ's vivid color and tropical aroma instantly upgrade any cocktail for sunset occasions, brunch menus, and vibrant high-energy drinking moments.



COCKTAIL VERSATILITY ONE BOTTLE, MANY OCCASIONS

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 RosÃ© Sangria
with a bold fruit twist

MOJITOS



Tropical Mojito
with lime & mint