

# 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

PREMIUM  
MATTE FINISH

STRONGER  
FLAVOR LOOK

VISIBLE LIQUID



# 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 Rosé Sangria  
with a bold fruit twist

### MOJITOS



Tropical Mojito  
with lime & mint