

TASTE THE SUNSET

ADD A TROPICAL TWIST TO
MARTINIS, MARGARITAS,
SPRITZES & MORE

NEW BOTTLE.
SAME ICONIC TASTE.



WHY PASSOÃ?

- ★ 40 Years of Passion Fruit Leadership
- 🌴 Essential for the Passion Martini
- 🍸 Adds a Tropical Twist to Martinis, Margaritas, Spritzes & More
- 🍷 Premium Passion Fruit Flavor Consumers Love
- 📢 Supported by National PR, Influencer & TV Campaigns

STOCK UP & SAVE

SAVE
\$5
ON 1 BOTTLE



MIX & MATCH ELIGIBLE

RETAILER BENEFITS

- 🛒 Increase Basket Size
- 🛍 Drive Impulse Purchases
- ✉ Support Secondary Displays
- 🍹 Capture Tropical Cocktail Trend
- 📈 Generate Trial Through Rebates
- 👥 National Consumer Marketing Support

FEATURED COCKTAILS



PASSION MARTINI

A smooth, exotic twist on the classic martini.



SUNSET MARGARITA

A tropical twist on America's favorite cocktail.



PASSOÃ SPRITZ

Light, refreshing and perfect for summer.



PASSION FRUIT MOJITO

Bright tropical flavor meets a classic crowd favorite.



TROPICAL DAIQUIRI

Smooth, vibrant and always on trend.



TASTE THE SUNSET™

NEW BOTTLE.
SAME ICONIC TASTE.



TASTE THE SUNSET™ RETAIL ACTIVATION TOOLKIT

EVERYTHING YOU NEED TO DRIVE TRIAL & SALES

SHELF & FLOOR ACTIVATION

BOTTLE NECKER



SHELF TALKER

CASE CARD / CASE TUCKER



DEMO & TASTING ACTIVATION

ROLL UP BANNER



DEMO CARD



CROSS MERCHANDISING

PASSOÃ & VODKA



PASSOÃ & PROSECCO



PASSOÃ & TEQUILA



PERFECT FOR

- Summer Displays
- Tropical Flavor Sets
- Premium Liqueur Section



Cross-Merchandising with Tequila



End Caps & Feature Displays



New Product Launch Events

NATIONAL SUPPORT

- National PR Campaign
- Paul Zahn TV Campaign
- Influencer & Social Media Support



Digital Rebate Program



New Bottle Launch



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