

TASTE THE SUNSET

New Bottle. Same Iconic Taste.

H2 2026
ACTIVATION



40 YEARS OF PASSION FRUIT LIQUEUR LEADERSHIP

— THE ORIGINAL. THE ICON. THE PASSION. —

For 40 years, Passoã has led the passion fruit liqueur category. From pioneering the segment in the 1980s to becoming the world's best-selling passion fruit liqueur, Passoã has inspired generations of bartenders and consumers with its unmistakable tropical flavor and versatility.

THE BEST SELLING PASSION FRUIT LIQUEUR IN THE WORLD.*



CREATED THE CATEGORY

Introduced passion fruit liqueur to the global cocktail world.



WORLD'S BEST-SELLING

The #1 passion fruit liqueur worldwide.*



ICONIC & RECOGNIZED

Enjoyed in more than 100 countries.



INSPIRED COCKTAIL CULTURE

From the Porn Star Martini to today's tropical cocktail movement.



*IWSR 2024 – Passoã is the best selling passion fruit liqueur in the world.

THE EVOLUTION OF AN ICON

New Bottle. Same Iconic Taste.



NEW



Larger Logo



Sunset Gradient



More Premium Look



Greater Shelf Impact

SAME



World's #1
Passion Fruit Liqueur



Authentic Passion
Fruit Flavor



Cocktail Versatility

PASSOÃ

PASSOÃ'S NEW LOOK IS MAKING HEADLINES

TRADE MEDIA AMPLIFIES PASSOÃ'S NEW BOTTLE LAUNCH AS
TROPICAL COCKTAILS CONTINUE TO SURGE.

PASSOÃ UNVEILS NEW BOTTLE DESIGN AS TROPICAL COCKTAIL CULTURE CONTINUES TO SURGE

NEWS PROVIDED BY

[Lucas Bols](#) →

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NEW YORK, May 27, 2026 /PRNewswire/ -- [Passoã Passion Fruit Liqueur](#) is bringing new energy to bars, restaurants, and retail shelves across the United States with the launch of a redesigned bottle and its new "Taste the Sunset" summer campaign. Beginning June 2026, the world's best-selling passion fruit liqueur will roll out a striking matte black bottle featuring a signature transparent window that reveals Passoã's vivid orange liquid—a design created to strengthen shelf and back-bar visibility while reinforcing the brand's bold tropical identity.

The launch marks a major milestone for Passoã as the brand celebrates its 40th anniversary and rising demand for tropical, visually engaging cocktails. As classics like Margaritas, Martinis, Mojitos, Daiquiris, and Spritzes continue to evolve with tropical flavors and eye-catching presentation, Passoã delivers bold passion fruit flavor, unmistakable color, and mixable appeal that resonates with Millennials and Gen Z consumers seeking memorable cocktail experiences.

[Read full article](#) →



Passoã Passion Fruit Liqueur
Celebrates 40 Years with Bold New Packaging Launch

FEATURED COVERAGE

SHANKEN
NEWS *Daily*

BEVERAGE INDUSTRY NEWS

the
drinks
business

GLOBAL DRINKS TRADE NEWS

DRINKS
INTERNATIONAL

NEWS AND ANALYSIS
FOR THE GLOBAL DRINKS INDUSTRY

THE **SPIRITS**
BUSINESS

GLOBAL SPIRITS NEWS
AND INSIGHTS

WHY IT MATTERS

- ✓ Reinforces Passoã's 40 years of passion fruit leadership
- ✓ Supports the "New Bottle. Same Iconic Taste." relaunch
- ✓ Aligns the brand with growing tropical cocktail trends
- ✓ Generates awareness among key trade buyers and bartenders
- ✓ Provides third-party validation ahead of H2 activation programs





TROPICAL COCKTAILS ARE TRENDING



STRONG CATEGORY GROWTH

Flavored liqueurs are growing +7.3% YoY¹ driven by tropical and fruit-forward flavors.



CONSUMER INSIGHT

68% of consumers say they actively seek out tropical flavors in cocktails² for a taste of escape and everyday indulgence.



SOCIAL & SHAREABLE

Tropical cocktails are 2.4X more likely to be shared on social media³ driving discovery and trial.



PERFECT FOR ANY OCCASION

From happy hour to celebrations, tropical cocktails elevate the moment and the mood.



THE BOTTOM LINE

Tropical cocktails deliver flavor, fun and a feeling of escape—driving demand and repeat occasions.

TASTE THE SUNSET™

A national H2 2026 platform designed to make Passoã the flavor of social occasions from summer sunsets to holiday celebrations.



WHY TASTE THE SUNSET?

Passoã has always delivered a tropical escape in a glass. In H2 2026, we're bringing that spirit to life through a fully integrated campaign built around the moments consumers love most—sunsets, celebrations, gatherings and memorable social occasions.



THE IDEA

Every sunset marks the start of an occasion worth celebrating. Passoã transforms familiar cocktails into vibrant tropical experiences, creating memorable moments from summer rooftops and game days to holiday gatherings and New Year's celebrations.



THE ROLE FOR PASSOÃ

- Celebrate 40 Years of Passion Fruit Leadership
- Support the New Bottle Launch
- Drive Trial Through Simple Tropical Serves
- Create a Distinctive Occasion Platform Across H2
- Win Summer, Football Season, Holidays & New Year's
- Generate Awareness, Engagement and Purchase



CAMPAIGN PROMISE

Add a Tropical Twist to Martinis, Margaritas, Spritzes & More.

TASTE THE SUNSET

FROM SUMMER SUNSETS TO HOLIDAY CELEBRATIONS

SUMMER GATHERINGS

FOOTBALL SEASON

HISPANIC HERITAGE MONTH

FALL ENTERTAINING

HOLIDAY CELEBRATIONS

NEW YEAR'S EVE

SCAN FOR SAVINGS & COCKTAIL DISCOVERY

NEW BOTTLE. SAME ICONIC TASTE.

PASSOÃ
THE PASSION DRINK

WITH NATURAL PASSION FRUIT

LIQUEUR

e 750 mL 20% ALC/VOL

TASTE THE SUNSET

EVERY SUNSET IS BETTER WITH PASSOÃ



PASSION MARTINI

The iconic passion fruit cocktail. Bright, tropical and irresistibly smooth.

INGREDIENTS

- 1 oz PASSOÃ
- 1.5 oz Vodka
- 0.5 oz Vanilla Syrup
- 0.5 oz Lime Juice



Shake and strain into a coupe. Garnish with passion fruit.



SUNSET MARGARITA

A tropical take on the Margarita with vibrant passion fruit flavor.

INGREDIENTS

- 1 oz PASSOÃ
- 1.5 oz Tequila Blanco
- 0.75 oz Lime Juice
- 0.25 oz Agave Syrup



Shake and serve over ice or up. Garnish with lime.



SUNSET SPRITZ

Refreshing, bubbly and perfect for golden-hour sipping.

INGREDIENTS

- 1 oz PASSOÃ
- 3 oz Prosecco
- 2 oz Soda Water



Build over ice in a wine glass. Garnish with orange.



SUNSET MOJITO

A tropical twist on the classic Mojito with passion fruit notes.

INGREDIENTS

- 1 oz PASSOÃ
- 1.5 oz White Rum
- 0.75 oz Lime Juice
- Mint Leaves
- Soda Water



Muddle mint, build over crushed ice and top with soda.



SUNSET DAIQUIRI

Fresh, bright and perfectly balanced with tropical flavor.

INGREDIENTS

- 1 oz PASSOÃ
- 1.5 oz White Rum
- 0.75 oz Lime Juice
- 0.25 oz Simple Syrup



Shake and strain into a coupe. Garnish with passion fruit.



ADD A TROPICAL TWIST TO THE CLASSICS

H2 2026 ACTIVATION PERIODS

A FULL CALENDAR OF OCCASIONS TO DRIVE TRIAL, FREQUENCY & SALES

From summer gatherings to New Year's Eve celebrations, Passoã inspires tropical moments all season long.

**TASTE
THE SUNSET™**
FROM SUMMER SUNSETS TO
HOLIDAY CELEBRATIONS



SUMMER GATHERINGS



Rooftop cocktails,
beach days &
longer nights.

JULY – AUGUST



FOOTBALL SEASON



Game days, watch
parties & winning
weekend cocktails.

SEPTEMBER – OCTOBER



HISPANIC HERITAGE MONTH



Celebrate culture,
flavor & togetherness
with tropical serves.

SEPT. 15 – OCT. 15



FALL CELEBRATIONS



From Halloween
parties to Friendsgiving
& fall entertaining.

OCTOBER – NOVEMBER



HOLIDAY CELEBRATIONS



Festive gatherings,
holiday toasts &
seasonal cocktails.

NOVEMBER – DECEMBER



NEW YEAR'S EVE



DECEMBER 31



NEW BOTTLE.
SAME ICONIC TASTE.

DRIVING AWARENESS, TRIAL & DEMAND

SUPPORTING THE PASSOÃ RELAUNCH ACROSS MEDIA & SOCIAL

PR

REACHING MILLIONS OF CONSUMERS
THROUGH MAJOR NETWORKS &
DIGITAL PLATFORMS

FEATURED COVERAGE:

yahoo!

Aol.

CBS

FOX

NBC

msn

MILLIONS
OF CONSUMER
IMPRESSIONS

ACROSS TV, DIGITAL
& SOCIAL CHANNELS

yahoo!/life

Passoã Passion Fruit Drinks Are
Summer Hosting Must-Haves
Entertainment



Aol.

Passoã Passion Fruit Cocktails
Perfect For Summer Entertaining
Sept 16, 10:00am



CBS

Passoã Passion Fruit Cocktails
For Summer Hosting
Bon Appetit



DRIVING AWARENESS

SOCIAL

AND **PAUL ZAHN**

IS PROMOTING FUN PASSOÃ
COCKTAILS FOR SUMMER HOSTING
ACROSS THE USA



INFLUENCER
CONTENT



COCKTAIL
EDUCATION



SOCIAL
AMPLIFICATION



DRIVING DISCOVERY



PASSION STAR MARTINI
AS SEEN ON CALIFORNIA LIVE

DIGITAL & SOCIAL ADVERTISING

TARGETED CAMPAIGNS DRIVING
AWARENESS, ENGAGEMENT & TRIAL



REACH & VISIBILITY

Reaching millions of consumers
across social platforms, premium
video, and display.



ENGAGEMENT & INTERACTION

Driving meaningful engagement
with vibrant creative, influencer
content & cocktail inspiration.



DRIVING TRIAL

Encouraging trial with cocktail
recipes, product education &
retail offers.



CONVERTING INTEREST TO ACTION

Turning engagement into in-store
visits, online purchases and
repeat occasions.

PRIORITY MARKETS

WHERE *TASTE THE SUNSET* WINS BIGGEST

TASTE
THE
SUNSET



FOCUS ACCOUNTS WITHIN THESE MARKETS



ROOFTOPS



RESORTS
& HOTELS



COCKTAIL
BARS



MEXICAN
RESTAURANTS



WATERFRONT
VENUES



BRUNCH
CONCEPTS

FOCUS WHERE THE *TROPICAL COCKTAIL* TREND IS STRONGEST

PRIORITY CHANNELS

CREATE THE ACCOUNTS *EVERYONE WANTS TO VISIT.*

1



MEXICAN
RESTAURANTS



HERO SERVE
Sunset Margarita



WHY THIS CHANNEL WINS FOR PASSOÃ

- ✓ Margarita authority
- ✓ High cocktail attachment rates
- ✓ Strong fit with tropical flavors
- ✓ Large national chain opportunity

2



ROOFTOPS



HERO SERVE
Sunset Spritz



WHY THIS CHANNEL WINS FOR PASSOÃ

- ✓ Sunset occasions match brand
- ✓ Social media amplification
- ✓ Premium cocktail pricing
- ✓ High visibility trendsetter accounts

3



RESORTS &
HOTELS



HERO SERVE
Sunset Spritz



WHY THIS CHANNEL WINS FOR PASSOÃ

- ✓ Vacation mindset
- ✓ Consumers willing to experiment
- ✓ Strong spritz & tropical relevance
- ✓ Multi-outlet opportunities



BEACH &
WATERFRONT



HERO SERVE
Sunset Mojito



WHY THIS CHANNEL WINS FOR PASSOÃ

- ✓ Natural tropical fit
- ✓ Seasonal volume driver
- ✓ Strong Mojito & Spritz occasions
- ✓ High traffic & impulse visits

5



BRUNCH
CONCEPTS



HERO SERVE
Passion Fruit Martini



WHY THIS CHANNEL WINS FOR PASSOÃ

- ✓ Growing daytime cocktail consumption
- ✓ Passion Fruit Martini & Spritz relevance
- ✓ Predominantly female consumer skew
- ✓ High repeat visit potential



COCKTAIL
BARS



HERO SERVE
Passion Fruit Martini



WHY THIS CHANNEL WINS FOR PASSOÃ

- ✓ Bartender advocacy
- ✓ Menu influence
- ✓ Credibility builder
- ✓ Innovation platform

TASTE THE SUNSET™

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

CAMPAIGN OVERVIEW

Passoã Taste the Sunset™ encourages trial and repeat purchase by inspiring consumers to elevate their cocktails with a tropical twist. Scan, save and sip more.

BUILT TO DRIVE



TRIAL

Encourages first-time Passoã drinkers with easy cocktail inspiration.



REPEAT PURCHASE

Rewards consumers for ordering a second cocktail.



INCREMENTAL SALES

Increases cocktail ring and check average with premium cocktail occasions.



CAMPAIGN DATES

July 1st – Dec 31st, 2025



TARGET AUDIENCE

Adults 21+ who enjoy cocktails and trying new flavors.



WHERE IT RUNS

On-premise: Bars, restaurants, nightlife venues.



PASSION MARTINI



SUNSET MARGARITA



SCAN TO SAVE
ON YOUR NEXT
PASSOÃ COCKTAIL

DIGITAL REBATE PROGRAM

SAVE
\$3

ON ONE
PASSOÃ COCKTAIL

SAVE
\$5

ON TWO
PASSOÃ COCKTAILS

Must be 21+. Offer valid on one (1) or two (2) Passoã cocktails. Receipts must be dated during the promotion period. Limit one rebate submission per person. See website for full terms and conditions. Please enjoy responsibly.

TASTE THE SUNSET ACTIVATION KIT

EVERYTHING NEEDED TO TURN GOLDEN HOUR INTO HAPPY HOUR



TABLE TENTS



POSTERS



DRIVE ENGAGEMENT



SUNGLASSES



TOTE BAGS



PINS



BANDANAS

ENHANCE THE EXPERIENCE



BEACH CHAIRS



CUSHIONS



A-STAND CHALKBOARDS



SURFBOARD CHALKBOARD



BEACH BLANKETS



BAR ACCESSORIES
JUGS • SHAKERS • JIGGERS • STIRRERS



PINS SET OF 5



SUNSET SUNGLASSES



BUCKET / BOB HAT



WINTER HAT

A COMPLETE ACTIVATION PLATFORM



MORE TRAFFIC



MORE TRIAL



MORE ENGAGEMENT

PASSOÃ
THE PASSION DRINK

DRIVE VISIBILITY. DRIVE DISPLAYS. DRIVE TRIAL.

REBATE OFFER

JULY 1ST – DEC 31ST



SHELF TALKER



BOTTLE NECKER



CASE CARD/TUCKER



PULL UP BANNER



COUNTER CARD



DEMO CARDS

EVERYTHING NEEDED TO BRING *TASTE THE SUNSET* TO LIFE AT RETAIL.

OFF PREMISE NON-REBATE POS



CASE CARD



CASE TUCKER



SHELF TALKER

DRIVE TRIAL. DRIVE SALES.

TASTE THE SUNSET IN-MARKET



BOLD NEW LOOK

Stops shoppers
in their tracks



EASY TO DISCOVER

Simple messaging
drives curiosity



BUILT TO ENGAGE

Samples and offers
drive trial



BUILT TO SELL

Displays that
convert to sales

FEATURED SERVES



PASSION FRUIT
MARTINI



SUNSET
MARGARITA



SUNSET
SPRITZ



SUNSET
MOJITO



SUNSET MARGARITA

PASSOÃ
THE PASSION DRINK
PASSOÃ.COM



2 oz Tequila
1 oz PASSOÃ
1 oz Lime Juice
1/4 oz Simple Syrup
Garnish: Lime



PASSION SPRITZ

PASSOÃ
THE PASSION DRINK
PASSOÃ.COM



1.5 oz PASSOÃ
3 oz Prosecco
1 oz Soda Water
Garnish: Orange Slice



PORN STAR MARTINI

PASSOÃ
THE PASSION DRINK
PASSOÃ.COM



1.5 oz Vodka
1 oz PASSOÃ
1 oz Passion Fruit Purée
1/4 oz Lime Juice
Garnish: Passion Fruit

TASTE THE SUNSET - H2 2026

TIMELINE & NEXT STEPS

- **POS REQUESTS TO MKTG**
 - *BY JUN 19TH*
- **POS SHIPPED TO DISTRIBUTORS**
 - *BY JUN 30TH*
- **IN MARKET EXECUTION**
 - *JUL 1ST – DEC 31ST*





TEQUILA

PARTIDA®

PURE AGAVE. TROPICAL PASSION.

Partida's pure agave character meets Passoã's exotic passion fruit flavor to create a vibrant collection of modern tequila cocktails.

TWO EXCEPTIONAL INGREDIENTS. ONE UNFORGETTABLE SUNSET.



SUNSET PASSION MARGARITA



RECIPE

1.5 OZ PARTIDA REPOSADO
1 OZ PASSOÃ
0.75 OZ LIME JUICE
0.25 OZ AGAVE NECTAR



GARNISH

LIME WHEEL
PASSION FRUIT HALF

The classic Margarita elevated with rich passion fruit and smooth agave character.



GOLDEN HOUR PALOMA



RECIPE

1.5 OZ PARTIDA BLANCO
1 OZ PASSOÃ
2 OZ GRAPEFRUIT JUICE
SPASH SODA



GARNISH

GRAPEFRUIT WHEEL

Bright citrus and tropical passion combine in a refreshing sunset-ready Paloma.



PASSION AGAVE SPRITZ



RECIPE

1 OZ PARTIDA BLANCO
1 OZ PASSOÃ
3 OZ SPARKLING WINE
SPASH SODA



GARNISH

ORANGE WHEEL
PASSION FRUIT HALF

A sparkling tropical cocktail that bridges the worlds of tequila and aperitivo.



PURE AGAVE

100% Blue Weber Agave
Estate Bottled



TROPICAL PASSION

Natural Passion Fruit Flavor



SUNSET CELEBRATIONS

Margaritas • Palomas • Spritzes



×



ITALIAN SUNSHINE. TROPICAL SOUL.

Passoã's tropical passion fruit and **Pallini's** authentic Amalfi lemon create the ultimate summer flavor pairing.

TWO ICONIC BRANDS. ONE EXCEPTIONAL COCKTAIL COLLECTION.

Bright citrus. Exotic tropical fruit. Endless summer moments.

AMALFI SUNSET SPRITZ

RECIPE

- 1 OZ PASSOÃ
- 1 OZ PALLINI LIMONCELLO
- 3 OZ PROSECCO
- 1 OZ SODA WATER

GARNISH

- LEMON WHEEL
- PASSION FRUIT HALF

Bright Amalfi lemon meets tropical passion fruit in a refreshing sparkling spritz.



CAPRI PASSION MARTINI

RECIPE

- 1 OZ PASSOÃ
- 1 OZ PALLINI LIMONCELLO
- 1.5 OZ VODKA
- 0.5 OZ LEMON JUICE

GARNISH

- LEMON TWIST
- PASSION FRUIT HALF

A vibrant fusion of citrus and tropical fruit with a smooth premium finish.



MEDITERRANEAN SUNRISE

RECIPE

- 1 OZ PASSOÃ
- 1 OZ PALLINI LIMONCELLO
- 1 OZ ORANGE JUICE
- 0.5 OZ LIME JUICE
- SPLASH SODA

GARNISH

- ORANGE WHEEL
- LEMON WHEEL

Fresh citrus layered with passion fruit for the perfect beachside cocktail.



ITALIAN SUNSHINE
Authentic Amalfi Lemon



TROPICAL SOUL
Natural Passion Fruit Flavor



ENDLESS SUMMER
Spritzes • Martinis • Celebrations


PASSOÃ[®]
THE PASSION DRINK

×

Bols
COCONUT
— NATURAL FLAVOR —

TROPICAL PASSION. COCONUT PARADISE.

Passoã's exotic passion fruit and Bols Coconut's creamy tropical flavor create the ultimate island-inspired cocktail collection.

— TWO ICONIC FLAVORS. ONE TROPICAL ESCAPE. —



SUNSET COCONUT SPRITZ



RECIPE

1 OZ PASSOÃ
1 OZ BOLS COCONUT
3 OZ PROSECCO
SPASH SODA



GARNISH

PASSION FRUIT HALF
ORANGE WHEEL

Light, sparkling
and tropical.
A sunset in a glass.



ISLAND PASSION MARTINI



RECIPE

1 OZ PASSOÃ
1 OZ BOLS COCONUT
1.5 OZ VODKA
0.5 OZ LIME JUICE



GARNISH

PASSION FRUIT HALF

Creamy coconut meets
exotic passion fruit in a
modern tropical martini.



COCONUT SUNRISE



RECIPE

1 OZ PASSOÃ
1 OZ BOLS COCONUT
2 OZ PINEAPPLE JUICE
1 OZ ORANGE JUICE
SPASH SODA



GARNISH

PINEAPPLE LEAF
ORANGE WHEEL

Bright tropical fruit layered
with smooth coconut flavor
for the ultimate beachside
cocktail.



COCONUT PARADISE
Smooth Tropical Coconut



TROPICAL PASSION
Exotic Passion Fruit Flavor



ENDLESS SUMMER
Beach Days • Sunsets • Celebrations

LINKS & RESOURCES

- **PRODUCT SHEETS**

- 750 & 1LT: [Passoa Product Sheet 2025](#)
- 50ML: [Passoa 50ML Sell Sheet 2025](#)

- **MEDIA & PR**

- NEW BOTTLE PRESS RELEASE:
<https://www.bevnet.com/pr/2026/06/01/passoa%C3%A3-unveils-new-bottle-design-as-tropical-cocktail-culture-continues-to-surge>
- PAUL ZAHN TV CAMPAIGN RECAP: [PASSOA PAUL Z - Extended Version.mp4](#)

- **OFF PREMISE**

- SELL SHEET: [Passoa-TTS-Retail-SS-1.pdf](#)
- POS ORDERS: [LBUSA POS Order Form - PASSOA TASTE THE SUNSET.xlsx](#)

- **ON PREMISE**

- SELL SHEET: [Passoa-TTS-ONP-SS-1.pdf](#)
- POS CATALOG: [PASSOA - DURABLE POS INVENTORY 6-5-26.xls](#)

