

PASSOÃ



PASSOã:

THE PASSION FRUIT

LIQUeuR

MADE WITH PAssiON

FRUIT



In 1985, Cointreau Master Distiller travelled to Brazil and discovered the Passion fruit flower and he fell in love with it, with its powerful and fascinating perfume.

Back in France, researching the subject, he had the idea of magnifying the Passion Fruit's subtle flavor in the form of a sweet, fruity liqueur.

The outcome of that research into the balance of flavors and the best varieties of *Passiflora* was "Passoã".



Over **400 k** cases worldwide

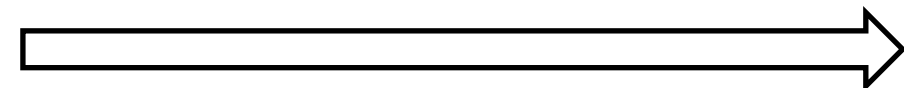
90% business done in off-premise globally

85% business done in Europe

Key markets outside of EU : Puerto Rico,
USA

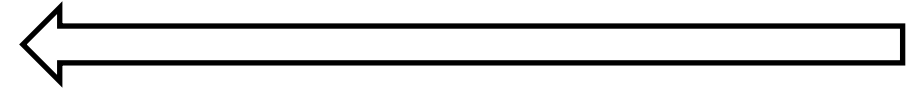
Made in France (same distillery as
Cointreau) with natural passion fruit juice





Super premium craft liqueurs (high acidity)

Passoã OWNS passion fruit flavor as a stand alone liqueur



Flavored spirits

2020 bottle upgrade



**100% REAL
PASSION FRUIT**
No artificial flavor

**NEW SUNSET LOGO,
TO HIGHLIGHT THE MAIN
CONSUMPTION MOMENT**
67%* prefer the new logo

**PASSION FRUIT PHOTO,
TO HIGHLIGHT THE TASTE**

70%*
prefer the new
design

50%
non consumers
declare it makes
them want to buy it

*Source: Toluna online QuickSurvey,
598 people surveyed



The passion fruit reference

- #1 Passion Fruit liqueur in the world
- The Original Passion fruit liqueur
- Made with natural passion fruit (passion fruit juice from Brazil and natural passion fruit aromas) / No artificial flavors

Compatible with current consumer Trends

- Taste: Strong popularity of passion fruit taste
- Moderation: low ABV, gluten-free
- Rise of mixing drinks at home

Delicious good-looking cocktails accessible to consumers & bartenders

- Limitless cocktail versatility: from easy mixes to sophisticated creations
- Appealing Instagrammable color



Passoã is the world's favorite passion fruit spirit. It is best enjoyed at the end of the day, when the colors of the sky match the exotic pink color of our liqueur. To us, sunset is much more than a time of day or an occasion, it's a spirit. The spirit of enjoying spontaneous and easy moments of friendship.

A sunset is magical, but it's not something fancy or exclusive. You don't need to be on an exotic beach to enjoy it. A sunset is accessible to everyone, every day, everywhere, as long as you are willing to look up to the sky.

Escape your daily routine for a bit and share the sunset spirit with your friends. Passoã, see you at sunset!



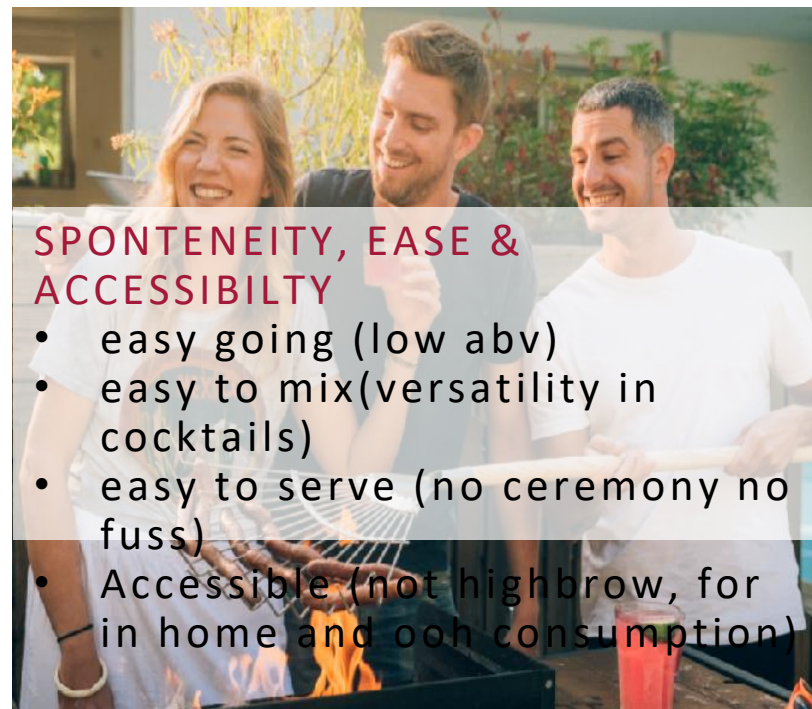
Why are we the sunset spirit?

- Consumption moment: Passoã is a spirit/liqueur that is **best consumed at sunset hours**
- Product experience: Passoã liquid has **the color of a sunset** and brings the sunset vibes to cocktails
- Brand experience: the **easy vibe** that you feel (the spirit) when you experience a spontaneous sunset with friends



#1 PASSION FRUIT OF CHOICE

- The original passion fruit liqueur
- Most sold passion fruit spirit worldwide
- The original passion fruit ingredient in the PornStar Martini cocktail



SPONTANEITY, EASE & ACCESSIBILITY

- easy going (low abv)
- easy to mix (versatility in cocktails)
- easy to serve (no ceremony no fuss)
- Accessible (not highbrow, for in home and ooh consumption)



SUNSET

- Exotic brand name
- Logo is literally the sunset
- All Passoã cocktails have the color of an exotic sunset

AT PASSOã, WE
PROVIDE
EASY Low-proof
DRINKS FOR
spontaneous

Target consumer

Young Adult:

- 23-35 yo
- Male or Female
- First job
- First apartment
- First serious partner





Concept:

- 1st time ever Passoã bottle reveals the appealing color of its liquid, Sunset effect!
- Premium matte coating
- Passion fruit illustration inspired by Brazil

Objective:

- Gain new PODs OFF PREMISE
- Recruit new consumers OFF PREMISE
- Increase rotation with impactful design

Details:

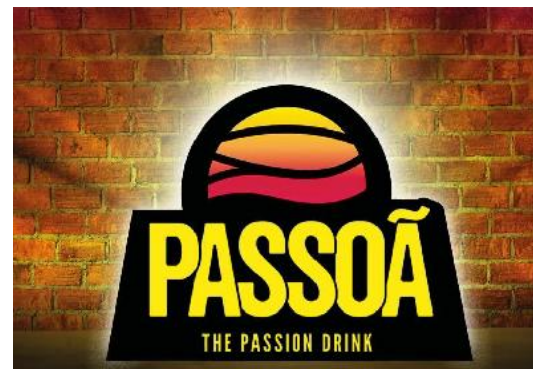
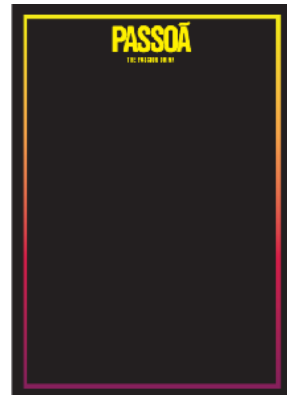
- Unique UPC to track results
- Available June 2022
- 6,000 cases available
- RSP: \$19.99



Visibility

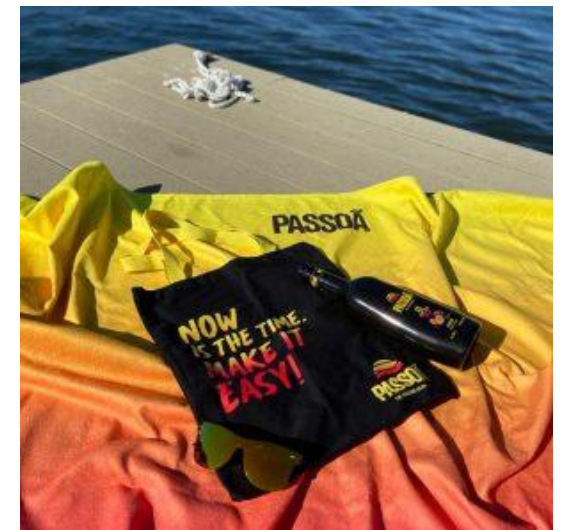


- Martini Tree
- Patio Umbrellas
- Menu Chalk Board
- Menu Surf Board
- Beach Chair for 1 & 2
- Pillows
- Sunset Lightbox
- Cocktail Garnish Umbrella



Lifestyle

- Inflatable Beach Ball
- Beach Towel
- Sunglasses
- Tote Bags
- Set of pins
- Drink





#1 global Signature cocktail: rock STAR MARTINI

2,500 views every single day on the famous
Diffordguide.com cocktail site

#1 searched cocktail in Europe
#1 Passoã driver in the UK
Featured cocktail in Virgin Airlines lounges starting
June 2020

JUST ITS
NAME IS
ENOUGH
TO SELL
IT!

ITS TASTE
MAKES
YOU
ORDER
ANOTHER
ONE !!

- 1.5 p. Vanilla
Vodka
- 1 p. Passoã
- 1 p. lime juice
- ½ p. simple syrup
- Top with
Champagne

TARGET
ACCOUNTS:
Craft cocktails
Martini bars
High end dining



Passoã sangria

#1 consumer
focus in the US:

1 part Passoa
2 parts Rose
Wine

Orange slices &
berries as
garnish



Additional Key cocktails for on premise

#2 focus:

Passion twists on classics

MARGARITA
MULE
MOJITO
SHANDY
CAIPIRINHA
DAIQUIRI
RUM PUNCH

...
Endless
Applications

Cocktail catalogue is available that includes simple recipes of Passion Fruit variations on the go-to classics.



WHY:

- Customized pitch for the account concept: sports – shandy, beach – mojito, casual dining – mule, mexican – margarita, etc.
- Classic recipe become unique and memorable with the addition of Passoa

#1 passion fruit liqueur in the world

Unique appealing passion fruit taste

Unique vibrant color for domino effect cocktail orders

Low proof (20% ABV)

Porn star martini #5 Cocktail in usa

Versatility : easy to drink alone & easy to mix

Momentum in the US: double digit growth



Digital assets

- Passoa.com website – resource for cocktails and brand inspiration
- Facebook page
- Instagram account @ Passoa



A black bottle of Passoa liqueur is shown against a black background. The bottle has a black cap and a neck label with the word "PASSOÃ" in yellow, flanked by two red horizontal lines. A yellow and red gradient outline highlights the right side of the bottle.

PASSOÃ

Enjoy your passoãs!