

## TIA MARIA TWO OF A TINI: NEW STRATEGIC POSITIONING FOR TOP TIA MARIA COCKTAILS



If it's true that a product's success is measured by consumer trends, then the Tia Maria brand has a very interesting season ahead.

As a result of **Tia Maria Cold Brew's** fine performance since 2019 (thanks to a **new identity, packaging restyling** and

innovative **communication platform**), Illva Saronno's coffee liqueur has become the perfect choice for the **Espresso Martini** cocktail, **number seven in the 2022 World's Best Selling Classic Cocktails rankings**. Joining Tia Maria Cold Brew and its top cocktail Espresso Martini now

is **Tia Maria Matcha**.

A product quite different from the traditional liqueur, the latter is ideal for a younger target audience looking for new taste experiences — all the better if in sync with the latest market trends. Featuring a distinctive **Japanese green tea** flavor and a creamy smooth consistency, Tia Maria Matcha is an innovative product that adds a totally original touch to classic cocktails, as in the case of the **Matcha-Tini**, revisitation in modern glam key of the more classic Espresso Tini.



Together they make for **Two of a Tini**: a complete offering of ideal cocktails for setting in motion a night on the town. In view of their strong, intense character due to the caffeine content of both **100% Arabian coffee** and **natural matcha tea extract**, the two cocktails are ever present at **high energy bars** across the globe.

Similarly, the graphic identity of the new **Two of a Tini** concept reflects this new market positioning, finding a smart point of encounter between **Tia Maria Cold Brew** and **Tia Maria Matcha** worlds.

It's a union that takes shape also in the distinctive **red** and **green neon lights** flashing in the background at underground night spots in major metropolitan cities.



Thus Tia Maria gears up to offer consumers an excitingly twofold experience. And in fact the new concept has already gone into action with launch events in Sydney and Melbourne, Australia; it will get a further push from a new collaboration with a hot pop music talent in the U.K.

