

Tia Maria



Tia Maria dates back to the mid-17th century, when a beautiful young Spanish aristocrat fled the Colonial War brought to Jamaica. Her maid saved one family treasure, a small jewelry box with black pearl earrings and an ancient manuscript with the recipe for a mysterious liqueur. The recipe was named after the courageous woman. Tia Maria was born.


The recipe lay dormant for many years before being rediscovered in the 1940s by Dr. Kenneth Leigh Evans, who began to produce and market it.

From this day forward, Tia Maria has been a favorite for coffee cocktail lovers the world over and it was even used in the very first Espresso Martini recipe over forty years ago.

TIA MARIA ASPIRES TO BE:



→ UNCONVENTIONAL

→ COOL 

→ URBAN 

→ TRENDY

→ AUTHENTIC

→ INDIVIDUAL

→ DYNAMIC 

→ VIBRANT

The Cordial Category is enjoying **unprecedented growth** in **BOTH volume & revenue**

TIA MARIA is **outpacing** the category in both volume **+19%**¹ & revenue **+13%**¹

MILLENNIALS ARE DRINKING WITH FRIENDS AT HOME

73% of millennials are now **crafting cocktails at home**²

MILLENNIALS ARE INTERESTED

IN **LOW ABV OPTIONS**²

 UNDER **80** PROOF

Tia Maria is a sweet liqueur with a strong coffee character and a complex aromatic structure. It is the result of a skillful union between diverse elements - **100% ARABICA COFFEE, JAMAICAN RUM** and **MADAGASCAR VANILLA** which define its identity in an unmistakable manner.

TIA MARIA IS THE ANSWER TO THE LATEST MARKET TRENDS

LOW ABV



PREMIUM



COFFEE COCKTAILS



HOME DRINKING



LACK OF A PREMIUM OPTION IN COFFEE LIQUEUR:

The shopper/consumer has no where to go if they want to premiumize - Tia Maria is the answer!

TASTING NOTES

AROMA: Coffee with light notes of chocolate and pipe tobacco and hints of caramelized cane sugar and vanilla

FLAVOR: Initially sweet on the palate, the primary components of 100% Arabica coffee and chocolate are instantly impactful, with hints of rum's caramel and fruity notes of vanilla. Closing notes of coffee, vanilla and cacao remain intense at finish

COLOR: Dark amber with sparkling gold reflections

TYPE: Liqueur **ABV:** 26.5%



FLOOR DISPLAY



THE COFFEE COCKTAIL REVOLUTION STARTS HERE. JOIN US.

We're on a mission to bring you coffee cocktails like you've never tasted before. With our unique flavor, created by our master blenders using premium Arabica coffee beans, there's no other liqueur that makes coffee cocktails like Tia Maria. Let's grind.

TIA ESPRESSO MARTINI

- 1 Part TIA MARIA
- 1 Part VODKA
- 1 Part ESPRESSO

Fill a martini glass with ice and set aside to chill. Pour Tia Maria, vodka and espresso into a cocktail shaker. Fill the rest of the shaker with ice. Shake the ingredients together. Empty the martini glass of ice. Pour in the contents of the shaker using a strainer and sieve into the glass. Finish with three coffee beans.



TIA WHITE RUSSIAN

- 1 Part TIA MARIA
- 1 Part VODKA
- 2 Parts CREAM

Pour the Tia Maria and vodka into a shaker. Fill with ice, close the shaker and tap to seal. Give it a fast, hard shake and strain the contents into a tumbler filled with ice. Finish it by pouring the cream gently on top.

