

Amarula unveils a taste of the exotic with new African flavors Amarula Raspberry, Chocolate and African Baobab



Amarula Raspberry, Chocolate and African Baobab highlights exotic African flavors in travel retail

Cream liqueur brand Amarula has unveiled a new addition to its range of unexpected flavors: Amarula Raspberry, Chocolate and African Baobab.

The variant will pre-launch in August with Big Five Duty Free before rolling out to other duty free locations in autumn.

Natasha Maharaj, Global Marketing spokesperson at Amarula, said: “Our new Raspberry, Chocolate and African Baobab blend is the latest in our continued journey to explore the unexpected, modern and exotic side of Africa.”

Maharaj explained that a spirit infusion of tropical fruit, berries, citrus and botanicals is a growing trend both in South Africa and internationally.

“We put the time in to find out exactly what our discerning customers are looking for in terms of modern flavor profiles in the context of a premium liqueur. What we discovered is an overwhelming appetite for unexpected and interesting tastes.

“Flavor varieties such as berries have long been known to evoke this type of experience, and, naturally the luxurious flavor of chocolate also resonates well with our customers. As for the unexpected, we couldn’t go wrong with Baobab, which is the personification of Africa.”

The new variant exclusively uses ethically-sourced, African ingredients. It is infused with creamy

chocolate, raspberries and botanicals derived from the African baobab tree to create a full-bodied flavor with notes of raspberry and a hint of citrus-infused baobab. This is blended with Marula fruit cream liqueur.

Amarula Raspberry, Chocolate and African Baobab can be served neat, chilled over ice, in exotic cocktails or over baked desserts.

Maharaj said of the bottle design: “The vibrant, colorful label leads customers further on their journey with its dusty pink shades that evoke the image of an African sunset.”

Luke Maga, Distell Global Travel Retail Managing Director, commented: “Amarula has seen strong growth recently in travel retail, driven by range extensions such as Amarula Vanilla Spice and the travel retail-exclusive African Range. Now with the exciting introduction of Amarula Raspberry, Chocolate and African Baobab – which meets the growing trend for exotic flavors – we are confident that the brand will continue on an upward trajectory.

“The bottle design and flavor of this new variant set a new standard for premium cream liqueurs, and as a world-renowned brand we will continue to offer new flavour profiles that are as uniquely African as Amarula itself.”