

Amarula celebrates the birthplace of the coffee bean



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Amarula, one of the world's most popular cream liqueur brands, has unveiled a new addition to its range of adventurous flavors: Amarula Ethiopian Coffee. This exciting range extension will be previewed at Distell Global Travel Retail's booth at the upcoming Virtual Travel Retail Expo (October 1

12 - 16).

This special variant will be available exclusively in Global Travel Retail including Big Five Duty Free, Heinemann and Dufry retail and wholesale locations from January 2021. A global travel retail and domestic roll-out of the product will follow in March of next year.

Ethiopia is the birthplace of the bean, which has been harvested and processed by communities across the nation for as long as one can remember. The coffee bean continues to be vital to the Ethiopian way of life and accounts for 60% of the country's foreign income.

Amarula Ethiopian Coffee (15.5%ABV) exclusively uses ethically sourced African ingredients and is infused with the original taste of real Marula fruit and the rich notes of Ethiopian coffee. The dark roasted coffee richness combined with the fruity notes of Marula leaves a creamy toffee finish on the palate. It is available in a 1-liter format.

Amarula Ethiopian Coffee brings together the brand's two other flavor variants – the award-winning Vanilla Spice and Raspberry, Chocolate & African Baobab – and can be enjoyed and chilled over crushed ice or in an exotic cocktail.

Once airports are open to international flights, there will be a major concourse activation at Johannesburg's or Tambo International Airport, supported by tastings and a gift-with-purchase.

"As the original home of coffee, Ethiopia is a name that resonates strongly and has a powerful significance for coffee lovers around the world. Flavor innovation plays an important role in the recruitment of new and younger consumers and we are proud to champion this truly African ingredient and its heritage in Amarula's latest range extension," shares Luke Maga, Distell Travel Retail Managing Director.

"Amarula is the leading brand in our cream liqueur category and we are pleased to be collaborating with them for this travel retail launch. Amarula Ethiopian Coffee enables travelers to taste Ethiopia's acclaimed coffee and we are sure they that will savor the product at home in cocktails or on its own," adds Helena Melis, Buyer & Marketing Manager at Big Five Duty Free.