

PRESS RELEASE

Following the successful launch of Malibu Watermelon Mojito, 24 ICE has launched another new flavour!

24 ICE is expanding its standard range of products with a poptail full of passion: Passion Fruit Martini!

UK's most popular cocktail, now as a poptail.

Outside the Netherlands, according to our distributors, there is a high demand for Passion Fruit Martini. For example, UK distributor Enjoy Drinks, Irish distributor Kelly Hunter and Norwegian distributor Vinkooperativet have already placed their first orders.

The Passion Fruit Martini has taken the title of 'most popular cocktail in the UK' from the Mojito (CGA report, 2019¹). We are convinced this cheeky flavour will be yet another tropical hit this summer, just like our Mojito flavour.

The Passion Fruit Martini contains natural flavours, 65 ml per stick, 5% alcohol and 56 calories.

Available in 5-pack and 50-pack for on and off-trade.

Passion Fruit Martini will also be available in a 0.0% alcohol version starting 2024.

How does it taste?

The Frozen Cocktail Passion Fruit Martini is vodka based and has the sweet taste of passion fruit and vanilla.

How does it work?

The products are sold in liquid form, so before use, place the cocktails in your freezer (-18 °C) and consume when the product is completely frozen (after approximately 24 hours).

Where to find?

Passion Fruit Martini is sold worldwide in retail and online via www.24ice.com.

About 24 ICE

24 ICE is founded in 2015. Since then, sales in retail grows exponentially every year, and the products are now sold at more than 10,000 stores in 23 different countries around the world. 24 ICE hopes to find new collaborations with other beverage brands in the future. So that they can keep on surprising the world and introducing our concept of Frozen Cocktails.

The Passion Fruit Martini Frozen Cocktail is produced and distributed by 24 ICE. For more information on its findability and sales channels, visit www.24ice.com and follow 24 ICE on Instagram @24_ice or Facebook at @24ICEAmsterdam.

Lick Responsibly!

END PRESS RELEASE

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¹ CGA. "Exclusive Mixed Drinks report." <https://cgastrategy.com/all-reports>, 2019