



01/29/2025

## Anthon Berg addresses consumer trends with two new partnerships

Toms Group's international growth brand, Anthon Berg, is strengthening its position through strategic partnerships with Pernod Ricard and Luxardo. These collaborations reflect shifting consumer preferences and support the brand's ambition for continued growth.

The Baileys range and business, which have experienced impressive growth of over 400 percent in the past two years, stand as a success story. This strategy also forms the foundation for the launch of the new partnerships.

Anthon Berg offers the world's widest selection of partner brands, collaborating with 20 different brands represented in over 300 airports globally. In Autumn 2025, the portfolio will expand with two exciting new international launches: the Luxardo Cherry Liqueur Bottle and the Kahlúa Praline.

"We are continuously working to strengthen and develop our partnerships. Two clear consumer trends show increased demand for stronger flavor experiences and 'no- or low-alcohol' products – which is why we are proud to present the new Kahlúa and Luxardo variants," Jens Egelund Jakobsen, Head of International Marketing at Toms Group, says.

### Alcohol-filled liqueur bottles remain a core part of the business

While the classic alcohol-filled liqueur bottles still remain a crucial part of the core business, the company has noted a growing consumer trend toward 'low-alcohol' products and emerging markets lacking premium offerings.

"The cherry syrup harmonizes perfectly with the taste and complements the dark chocolate bottle beautifully. We see significant market potential, and we are not shy to say that the combination of Luxardo Maraschino and Anthon Berg's dark chocolate is nothing short of a taste sensation," Jens Egelund Jakobsen, further elaborating on the Kahlúa partnership, says and continues.

"Millennials are driving growth in specialty coffee shops in Western markets. By combining Kahlúa with chocolate, we tap directly into the global coffee trend and launch a product that captures the zeitgeist while opening up new market opportunities."

From February 2 to 5, Toms Group will be present at ISM in Cologne, Hall 11.2 Stand G20, the world's leading confectionery and snacks trade fair with over 25,000 visitors from



Toms Group A/S

Toms Allé 1 · DK-2750 Ballerup

Tel. +45 44 89 10 00 · CVR. 56 75 93 28

info@tomsgroup.com · tomsgroup.com



135 countries, where the Kahlúa and Luxardo products will be presented to existing and new partners for the first time.

**Alcohol-filled liqueur bottles remain a core part of the business**

- Luxardo: An Italian brand with over 200 years of experience, one of Europe's oldest producers of liqueurs and spirits based on Maraschino cherries.
- Kahlúa: A Mexican coffee liqueur from 1936, a key ingredient in many classic cocktails such as the popular Espresso Martini.
- Rainforest Alliance-certified cocoa is used in production.



**Toms Group A/S**

Toms Allé 1 · DK-2750 Ballerup

Tel. +45 44 89 10 00 · CVR. 56 75 93 28

[info@tomsgroup.com](mailto:info@tomsgroup.com) · [tomsgroup.com](http://tomsgroup.com)