

TIA MARIA ESPRESSO MARTINI: WHEN INNOVATION REDISCOVERS TRADITION



The year **2022** marked a veritable “**return to life**” for consumers: recent studies and research have recorded strong growth in the catering, travel and live music sectors, proof of a bursting desire in consumers to give renewed priority to **pleasurable experiences**.

This rebirth signals an evident need

for those who work in the world of mixology and liqueurs: that of **proposing unique cocktails**, not necessarily complex but certainly **distinctive**, recognizable, **iconic** for the quality of the ingredients that compose them, such as to be requested in trendy bars, but also easily replicable on occasions for consumption at home.



This is the perfect portrait of the **Espresso Martini**: created in the late 1980s, after the resounding success of its early days it achieved greater notoriety in the 1990s. Today the exquisite coffee and vodka-based cocktail is experiencing a real **renaissance**, such as to be counted in the **top 10 most ordered cocktails in US bars** on 2022 (according to the Nielsen IQ CGA research company) and in seventh place in the ranking «**World's Best Selling Classic Cocktails**», according to the authoritative magazine **Drinks International 2022**.

It is also a sign of a growing general

attention towards **quality coffee**, which also extends consumption to coffee-based alcoholic beverages.

This is why **Tia Maria**'s bet for 2023 is to focus on **Tia Maria Espresso Martini**, the Espresso Martini recipe based on Tia Maria Cold Brew which, with its strong and intense taste of coffee and a sweet touch of vanilla, constitutes a perfect choice for mixing. Without forgetting the possibility of the matcha tea inspired variant **Matcha-Tini**, based on Tia Maria Matcha, a modern and glamorous reinterpretation of the more classic Espresso Martini.

Tia Espresso Martini and **Matcha-Tini** together become the perfect emanation of the **Two of a Tini** spirit of **Tia Maria**, able to meet the new needs and inclinations of today's consumers, whether they are Millennials or Gen Z.

