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PRESS INFORMATION



MANGAROCA™

BATIDA DE CÔCO

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DRINK & FEELING

Mangaroca Batida de Côco: “The kiss of the coconut” according to an original Brazilian recipe

Mangaroca Batida de Côco – that’s the popular coconut liqueur, made according to an original Brazilian recipe with the famous slogan “The kiss of the coconut”. The cult drink has a brand recognition of 80.7%* and currently delights fans in more than 20 countries across the world. It has been produced since 1976 and available on the German market since 1978. In 2017, the brand underwent a relaunch: a fresh design, TV sponsorships such as *The Bachelor* (Germany), social media campaigns and cool events put the drink ever more centre stage and reach both its loyal fan base and new consumers.



Zest for life, fun and mixability: “*Batida on the rocks*” via “*Batida passion*” to your own creations

The coconut liqueur with 16 percent alcohol is highly mixable and brings a summer feeling to every party. Whether temptingly neat on ice, seductive in the form of an exotic cocktail, or as an original long drink with Brazilian flair – under the slogan “The kiss of the coconut”, *Mangaroca Batida de Côco* guarantees exotic enjoyment and rouses a Brazilian lust for life. Especially delicious: the signature drink *Batida Passion*, the fruity mix with passion- fruit nectar and fresh mint. For the sun-downer at the water’s edge with your beloved; or for the happy hour in the bar with colleagues. *Mangaroca Batida de Côco* is whatever its fans make of it.

* Source: independent market-research institute, December 2016

Line extension *Batida com Rum*

The quintessentially Brazilian *Mangaroca Batida de Coco* line, spurred on the relentless coconut trend even more with the launch of Batida com Rum August 2018. This 21% vol. line extender is a clear, fruity rum and coconut water liqueur with a seductive coconut flavour equal to that of the original. Batida com Rum tastes great straight, and as a mixer for exotic cocktails. Its milk-free ingredients open up myriad possibilities for delicious mixed drink creations with a fruity coconut note.

Mangaroca Batida Passion – The first RTD cocktail based on the cult-classic liqueur

Now *Batida Passion* is stirring up even more ardour for Mangaroca Batida with a new ready-to-drink cocktail with exotic passion fruit and 10% vol. as an opener to the summer ahead. Mangaroca Batida Passion is the brand’s first ready-to-drink product and comes in an eye-catching and handy 0.25 l can that appeals especially to younger female consumers, offering uncomplicated enjoyment on the go.



Delicious drinks that are quick to mix: conjure up holiday feeling in your glass with just a few ingredients.



Batida Passion

Ingredients: 4 cl *Mangaroca Batida de Côco*
8 cl Maracujanektar

Method: Put ice cubes in a long-drink glass. Pour in *Mangaroca Batida de Côco* and top up with passion-fruit nectar without stirring. Decorate with a sprig of mint.



Batida com Arando

Ingredients: 5 cl *Mangaroca Batida de Côco*
15 cl Cranberry-nectar

Method: Pour *Mangaroca Batida de Côco* into a long-drink glass with ice. Use cranberry nectar as a filler.

Tip: Caramelised marshmallows are perfect as a garnish.

Events, Social Media & Cooperation Partners:

Vibrant Summer of Festivals, RTL Show Sponsor, Exotic Schogetten. As seen on TV: *Mangaroca Batida de Côco* grabs attention through product placement and sponsorship, and this ensures high reach. The “Batida Bulli” – a VW camper van that has been on tour in Germany in the past three years – is inviting people to various festivals all over Germany in 2019, enticing people to try out and enjoy cool Batida drinks. Sat on large cushions and deckchairs, curious people can try the various cocktails while relaxing. The exotic coconut liqueur has had a summer flirt going on with snack maker Schogetten since 2017, who is offering three different Brazilian chocolate bar treats in 2019: cherry-flavoured *Batida de Côco + Kirsch*, *Batida de Côco classic* and the summery new *Batida de Coco + Maracuja* with passion fruit. Via Facebook and Instagram, the fan community is always up-to-date and can take part in various prize draws and special offers.



HISTORY & FUTURE

The Welcome Drink from Brazil: Experts at an Italian Distillery Discovered its Potential

A glass of sparkling wine as a welcome is akin to a *Batida* in Brazil. The term “*Batida*” originated from Brazilian Portuguese: “*bater*” means “to hit”. The finely pulped coconut flesh is stirred into milk and water. Children slurp the cooled coconut milk, “*leite de coco*”, in its neat form. Adults add sugar and sugar-cane liqueur. In the 1970s, experts from the Italian distillery Buton SPA recognised the drink’s potential while on a business trip in Brazil. Fascinated by the Brazilians’ “national drink”, they introduced *Batida de C oco* to the European market. In 1980, Giovanni Sassoli de Bianchi, one of the Buton heirs, founded the company Mangaroca International AG: *Mangaroca Batida de C oco* was born. Since 2017, the brand has belonged to the *Henkell & Co. Group*, today named *Henkell Freixenet* and is being marketed worldwide.



A New Beginning for the Brand

Since the introduction of the brand to the German market in 1978, the *Henkell & Co.-Gruppe* has distributed *Mangaroca Batida de C oco*. In 2017, the company finally took over the company from Giovanni Sassoli de Bianchi for the popular *Mangaroca Batida de C oco* coconut liqueur and now is now putting the spirit with the Brazilian flair even more in the limelight through its new design: considerably more modern, with a high recognition value – that’s how *Mangaroca Batida de C oco* presents itself today. The modern bottle design is characterised by a tall, slim, tapered shape that makes handling easier. With embossed elements, the newly designed bottle is also a haptic experience.

The simple and elegantly designed label in the customary black, white and gold colour scheme makes the cockatoo even more centre of attention. The stylish look appeals not only to *Batida* fans but also new, younger consumers. In addition, the new, attractively designed website offers informative and entertaining content surrounding the lively, exotic coconut liqueur and its Brazilian roots which entices people to rediscover *Mangaroca Batida de C oco* – including a wide range of recipes for mixing delicious cocktails.

BATIDA DE CÔCO-press photos

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BdC_Mood.jpg



BdC_Motif.jpg



BdC_com_Rum.jpg



BdC_Can.jpg



BdC_BatidaPassion.jpg



BdC_Batida_com_Arando .jpg

BATIDA DE CÔCO-PRESSEBILDER



Batida de Coco KoKuss Tour_1.jpg



Batida de Coco KoKuss Tour_2.jpg



BdC_Flasche_700ml.jpg



BdC_Mood_1.jpg



BdC_Mood_2.jpg



BdC_Mood_3.jpg



BdC_Mood_4.jpg

We would be happy to send you the photos shown here in print-ready quality. They are also available in the image database at www.henkell-freixenet.com

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