



A fresh look for Mangaroca Batida

Iconic design boosts business at Point of Sale

Wiesbaden, May 2025 - Mangaroca Batida, Germany's #1 coconut liqueur, is undergoing a relaunch in August 2025. The new look is premium, modern and eye-catching. It features a fresh new design with tactile embossed details, striking colours and iconic brand elements that will raise the brand's profile in stores.

"The new look for Mangaroca Batida de C oco marks the start of a new chapter in the brand story with a premium, contemporary and high-profile identity," explains Vanessa Lehmann, Head of Communications at Henkell Freixenet. "The new design, together with customized promotions will drive the popularity of Mangaroca Batida in our young target group."

A design that resonates: turquoise meets tropical flair

The adapted design of the Mangaroca Batida de C oco bottle features a bold, eye-catching turquoise colour scheme. This same trendy shade has also been incorporated in the brand logo, and the iconic parrot has been given a modern twist with striking shapes, turquoise details and a fresh design language. The design is complemented by a dynamic wave motif that makes subtle reference to the Brazilian beach world and adds lightness and fluidity to the typical brand label silhouette. A distinctive golden palm leaf as a tactile element draws the eye to the product on the spirits shelf.





The striking coconut symbol on the front and the well-known 'The Kiss of the Coconut' claim encourage intuitive flavour association and spontaneous purchases. The modern makeover is rounded off by a tactile finish on the new paper labels thanks to the high-quality

embossing of the palm leaf, the coconut and the parrot. It turns the Brazilian brand world into an all-sense experience.

About Mangaroca Batida

Mangaroca Batida de Côco offers Brazilian love and lust for life, passion and pure enjoyment. The 16% vol. coconut liqueur with its unique flavour profile has always been made according to a traditional Brazilian recipe. Optimum results are guaranteed with carefully selected ingredients and adherence to the highest quality standards in production and bottling. The German market leader in the coconut liqueur segment is a classic that has always been more than just a drink: it's an attitude to life. The liqueur is inspired by Brazilian flair and made for friendships that count and moments that last. Whether it is enjoyed on ice or in an exotic cocktail, everything begins with a kiss: The Kiss of the Coconut. Mangaroca Batida Pura Côco with 16% vol. is a clear coconut liqueur offering excellent mixability and adding variety to party drinks. It's also vegan and dairy-free! Mangaroca Batida Passion is a fruity and exotic long drink that pairs passion fruit with coconut in a practical 0.25-litre can for a delightful long drink to go. The ready-to-drink range is complemented by fruity Mangaroca Batida Pineapple.

Visit www.batida.de for further information.

About Henkell Freixenet

Henkell Freixenet is the German-Spanish alliance of the family-owned companies Henkell, based in Wiesbaden, Germany, and Freixenet, based in Sant Sadurni D'Anoia, Spain. The company is the world's leading sparkling wine producer and has a unique portfolio of brands for sparkling wine, still wine and spirits. Global brands such as Freixenet, Mionetto and Henkell are part of the group, as well as I heart Wines, Mangaroca Batida and a portfolio of multiple award-winning wineries and brands.

Visit www.henkell-freixenet.com for further information

News Release



Press contact:

Henkell Freixenet

Catherine Gärtner

Head of Communication

Biebricher Allee 142

65187 Wiesbaden

T. +49 (0)611 63 215

E. catherine.gaertner@henkell-freixenet.com