



# THE ORIGINAL

## THE 7 YEAR PROCESS OF MAKING KAHLÚA:

1. **The Coffee:** Arabica beans grow in the sunny Veracruz region before being carefully hand picked and harvested.
2. **The Rum:** Our delicious Rum is made from hand picked sugarcane, from which the juice is extracted, boiled and mixed with water to be prepared for distillation.
3. **The Bottling:** The beans and Rum then meet together in our distillery to be bottled and produce our delicious Kahlúa.

## COFFEE FOR GOOD

Kahlúa empowers and collaborates with farmers in four remote villages in the mountains of Veracruz to ensure a fair and more sustainable livelihood through coffee.

Cordials Sales:

**+2.7%<sup>1</sup>**

Kahlúa =

**#1** Coffee Liqueur<sup>1</sup>

93 Points  
New York International Spirits Competition 2022

## Power of the Kahlúa Espresso Martini

**2x** 4 Year Menu Penetration Growth Forecast<sup>2</sup>

**#1** Associate brand with an Espresso Martini<sup>3</sup>

### A recipe so EASY: THE ESPRESSO MARTINI

2 Parts Absolut  
1 Part Kahlúa  
1 Part Espresso  
Garnish with 3 coffee beans



### A recipe so TASTY: THE IRISH COFFEE

1 Part Kahlúa  
1 Part Jameson  
2 Parts Coffee  
Garnish with whipped cream & nutmeg



**67%**

of American's top beverage is Coffee...more than water!<sup>4</sup>

**TASTE:** A rich taste of deep black coffee, toffee, vanilla, and butter rum, with delicate hints of chocolate, nutmeg and cinnamon.



DRINK RESPONSIBLY.

KAHLÚA® Rum and Coffee Liqueur. 20% Alc./Vol. (21.5% alc./vol., available only in Ohio). Product of Mexico. ©2025 Imported By The Kahlúa Company, New York, NY.

1. Nielsen L52W ending 6.29.24
2. Datassentials March 2024
3. AMC: Espresso Martini Study 2023
4. NCA 2024 National Coffee Trends Spring 2024