

ON THE ROCKS™

bartender created cocktails



Color

Dark auburn brown

Aroma

Robust roasted coffee balanced with creamy chocolate

Taste

Bold roasted coffee perfectly matched with dark chocolate, blended with vanilla undertones, sweetness complements the delicate coffee bitterness

Finish

Pleasant sweetness with enduring roasted coffee & touches of vanilla

Presentation:

- **Serve:** Shake with Ice & Strain
- **Glassware:** Coupe or Martini Glass
- **Garnish (Optional):** 3 espresso beans, centered

ESPRESSO MARTINI

On The Rocks™ Espresso Martini is a little dark. A little daring. Rich espresso coffee liqueur entwined with ultra smooth EFFEN® Vodka. There's no better way to awaken the moment than with our Espresso Martini.

THE OPPORTUNITY

1

The popularity of Spirit-Based Cocktails is reinforced by its double-digit growth over other offerings, **+19%** versus FMBs **-1%** & Seltzer **-6%**.¹

2

83% of Vodka consumers prefer the **#1 top-selling spirit** served as a cocktail, and **21%** of consumers list Martinis as their **#1 favorite cocktail**.^{1,2}

3

Espresso Martinis are the **#1 Martini variety** with **22%** menu penetration & the **#1 fastest-growing variety**, **+264%** (4YR CAGR).³

4

On the Rocks is the **#1 Ready-to-Serve Brand** with volume **+14%** & the **#1 Vodka RTS brand**; OTR's Espresso Martini is the **#2 Martini brand** with sales **+13%**.¹

5

On the Rocks' Espresso Martini has won multiple prestigious taste awards, including gold at the 2024 L.A. Spirits Awards.



Espresso Martini won Gold at the 2024 San Francisco Ready-To-Drink Competition



And earned Silver at the 2024 Bartender Spirits Awards