



AMARULA

FOR IMMEDIATE RELEASE

CANADA AMONG FIRST IN THE WORLD TO LAUNCH AMARULA PLANT BASED LIQUEUR:

A VEGAN CERTIFIED INDULGENCE ARRIVES AS INTEREST IN VEGAN AND PLANT BASED OPTIONS CONTINUES TO RISE

Toronto, June 22, 2022 – Amarula, the world-renowned maker of cream liqueurs, announced its plant-based liqueur is now available in Ontario, making Ontario and Canada among the first markets in the world to feature this ‘cream liqueur’ category innovation. The arrival of Amarula plant-based on LCBO shelves comes as Canadians are increasingly embracing plant based and vegan options driven by dietary restriction, healthier lifestyle choices, and motivated by sustainability. As of April 2022, Canada is ranked among the world’s top 10 countries for veganism.¹ In 2018, nearly 1 in 10 Canadian adults considered themselves vegetarians.²

“We’re incredibly excited Canadians are among the first in the world to indulge in this plant-based and nut free alcohol category innovation. We believe the arrival of Amarula plant-based in Ontario and soon in other parts of the country will be welcome news to vegans and the growing ranks of Canadians who are increasingly looking to consume healthier options and are driving the demand for sustainable and ethical products,” says Jaime Rendell, Amarula Canada Brand Manager. More than half of Canadians plan to pay more attention to the environmental impact of what they consume.³

Amarula plant-based is made from luxurious coconut milk blended with the spirit of the distinctive signature Marula fruit that has made Amarula a global sensation in over 100 countries. This newest plant-based indulgence offers exotic taste sensation with gentle notes of caramel, vanilla and creamy coconut finished with complex notes of Marula fruit. Besides being dairy and nut free, Amarula plant-based is gluten-free, and free from artificial colours and flavours.

“Amarula is a brand that is rooted in purpose and a commitment to conservation and communities. Our plant-based innovation is further evidence of that purpose,” adds Rendell. Research confirms Canadians continue to rely on companies to act as leaders in driving positive social and environmental outcomes.⁴ Since the onset of the pandemic, Amarula has announced campaigns in support of Food Banks Canada and, more recently, Second Harvest in Canada and their efforts to reduce food waste. Amarula also supports conservation efforts, including the protection of elephants. Lesser known is the brand's support of the Handwork Hub, which enables sustainable, employment and a safe working environment for women who hand make each tassel featured on every Amarula bottle.



Contrasting the signature caramel coloured Amarula original cream liqueur bottle outfitted with a gold tassel, the new plant-based liqueur features a lighter iridescent bottle featuring a distinct plant-based logo and burgundy tassel making it easy to decipher on shelf especially for those with food allergies and intolerances.



TASTING NOTES & CERTIFICATION:

An exotic taste sensation with gentle notes of caramel, vanilla, and creamy coconut, finished off with the complex notes of the distinctive Marula fruit.

Although it does not bear the official Vegan Trademark on its packaging, the product is made without the use of any animal products, is free from animal testing and has successfully earned the world-renowned Vegan Certification (Trademark) by the Vegan Society.



PLANT BASED



EARNED CERTIFICATION

1. Source: <https://geekspin.co/>

2. Source: More than 3 million Canadians vegetarian or vegan: Study. 25 July 2018.

3,4. Source: <https://retail-insider.com/retail-insider/2021/11/consumers-in-canada-increasingly-embracing-sustainability-as-pandemic-continues-study/>.



HOW TO MAKE THE PERFECT MARGARITA MADE WITH AMARULA PLANT BASED

SERVINGS 2
GLASS Coupe Glass

INGREDIENTS

2 oz Amarula Plant Based
2 oz silver tequila
1½ oz lime juice
1¾ oz agave syrup
Rim each glass with 1:1:1: Maldon salt/sugar/lime zest

GARNISH Lime wheel

METHOD

1. Add salt, sugar and lime zest to a small plate.
2. Wet the rim of the glass and roll rim around plate.
3. Add all the ingredients with ice to shaker and shake.
4. Double strain over glass.
5. Garnish with lime wheel.

Now available at the LCBO (\$31.45), Amarula plant-based will be available in western Canada (British Columbia, Saskatchewan and Manitoba) in the fall. It can be enjoyed chilled, on ice and as a cocktail such as the signature serves Margarita and Tiki Fire, recipes available at amarulacanada.ca.



HOW TO MAKE THE PERFECT TIKI FIRE MADE WITH AMARULA PLANT BASED

SERVINGS 2
GLASS Copa Glass

INGREDIENTS

¾ oz Amarula Plant Based
¾ oz Passoa
¾ oz Vanilla Vodka
5 ml Madagnilla extract
¾ oz Gomme
15 ml lime juice
150 ml pineapple juice

METHOD

1. Add all the ingredients and ice to shaker and shake.
2. Add ice to glass.
3. Double strain over ice.

FLAMING PASSION FRUIT:

4. Halve passion fruit and scoop out seeds
5. Fill half way with >50% abv spirit and carefully light.
6. Dust cinnamon powder for special effects.
7. Garnish with flaming passion fruit.

ABOUT AMARULA

Amarula is created from the marula fruit, grown only in Africa. The Marula tree bears this exotic fruit only once a year, at the height of summer. When the scent of ripe Marula fills the air, the elephants travel vast distances to get a taste. That is the cue to begin harvest which done by hand by local communities.

The fruit is oval in shape and the size of a small plum. As it ripens, the colour changes to a rich yellow on the outside but reveals a white flesh which contains four times more vitamin C than the average orange. The fruit is succulent with a citrus tang and a creamy, nutty taste.

South African-based Amarula (@AmarulaCanada) has a longstanding history supporting causes that reflect its commitment to sustainability, including protecting endangered specie and strengthening communities. This includes its support of the Handwork Hub in its native South Africa and organizations centred on food rescue and food security in Canada, including food banks and Second Harvest.

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Amarula Original can be purchased nationally across Canada. Plant-based is currently available in Ontario at the LCBO.



@amarulacanada

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