

TIA MARIA LAUNCHES THE NEW CAMPAIGN, “THE ESPRESSO MARTINI BEAT BY TIA MARIA”



Tia Maria continues to celebrate uniqueness by launching a **TV commercial** that highlights the strong coffee character and finely balanced recipe of **Tia Maria Cold Brew**, making it the perfect coffee liqueur for an **Espresso Martini**.

In this new commercial, the vibrant and dynamic movements of a bartender creating a Tia Espresso Martini shake the world conveying the energy of Tia Espresso Martini. Through a mix of one-of-a-kind individuals expressing themselves being proud of what

makes them unique, in the commercial **Tia Maria Cold Brew** wants to beat the rhythm. All synchronized with strong and energetic music by **Apashe** and immersed in urban and contemporary locations.

For this winter season we are glad to inform you that, the Tia Maria spot is on air in **UK** and in **Canada on TV, Netflix, Online Streaming, Cinema (UK), YouTube, Facebook and Instagram** in order to achieve global results.

A new opportunity, therefore, to spread around the world the **ONE OF A KIND's**



rhythm of Tia Maria Cold Brew, which owes its intense aromatic structure to a special combination of fine **100% Arabica coffee** and soft vanilla notes from Madagascar. It is crafted from 100% Arabica beans sourced exclusively from Brazil. The beans undergo a **patented roasting method** that preserves their maximum aromatic notes, and the medium roast uncovers undertones of cacao and tobacco. Through cold brew extraction, it achieves a flawless sweetness-smoothness balance.

To discover all the news from the world of Tia Maria, follow the instagram profile: [instagram.com/tiamariadrink/](https://www.instagram.com/tiamariadrink/)

