

# Fact sheet

## AMARULA ETHIOPIAN COFFEE

THE SPIRIT  
OF  
*Africa*

### CLASSIFICATION

Cream Liqueur

### SKU

66496 12 x 750 ml

### COLOUR

Light brown to caramel

### TASTE

Fresh, smooth and well-rounded. A blend of full-bodied mocha-chocolate undertones, complementing Amarula's creamy marula, citrus, and caramel notes.

### SHELF LIFE

24 Months

### ABV

15.5%

### STORAGE

In original, unopened packaging under controlled storage conditions, with max. temperature of 20°C. Once opened, refrigerate, and consume within 6 months.

### INGREDIENTS

Water, Cream, Sugar, Alcohol (Neutral Spirit, Marula Spirit), Stabilisers, Flavouring, Emulsifier, Colourant  
*Allergens: Contains milk and soya*

### COLOURANTS

Caramel

### ENERGY

1182 kJ/100 ml

### SUGAR

170 g/L

### VARIANT ROLE

- Recruit new consumers
- Drive novelty
- Promotes African origins with accent ingredients

### TARGET CONSUMER

Males and Females, 24 to 35 years

### OCCASION / NEED STATE

Sharing occasion

### FOCUS CHANNELS

- Grocers
- Mainstream
- Bulk Liquor Stores

### COMPETITORS

Wild Africa

### FUNCTIONAL BENEFIT

A velvety-smooth cream liqueur with the exotic taste of real marula fruit, delicately blended with single-origin Arabica beans from Ethiopia. This added depth of flavour has been carefully crafted to preserve the rich and distinctive taste of Amarula.

### EMOTIONAL BENEFIT

Enjoy the infectious spirit that allows you to revel in 'being carefree'

### BRAND ESSENCE

Real, Free Spirit

### CONSUMER TYPOLOGY

Trend Adopters



NO ALCOHOL MAY BE SOLD TO PERSONS UNDER THE AGE OF 18. [www.aware.org.za](http://www.aware.org.za)