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PRESS INFORMATION



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DRINK & VIBE

Mangaroça Batida: “The kiss of the coconut” according to an original Brazilian recipe

Mangaroça Batida de Côco is the popular coconut liqueur with the famous slogan “The kiss of the coconut”. Consumers in more than 15 countries around the world are familiar with “The kiss of the coconut”. Moreover, this cult drink has a brand recognition of 78%* and the best-known slogan of all coconut cream liqueurs* in Germany. Inspired by a trip to Brazil, the founders of Mangaroça Batida first began producing the popular coconut liqueur in 1981. It has been available in Germany ever since. In 2017 the brand underwent a relaunch: a fresh new design, exciting new products and strong marketing activities such as TV sponsorship deals with the German version of The Bachelor, social media campaigns and cool events put the cult liqueur centre stage, appealing to both its loyal fan base and new consumers.



Enjoyment, fun and variety – with Mangaroça Batida de Côco

Mangaroça Batida, the coconut liqueur with an alcohol content of 16% vol., brings a summery vibe to every party. Whether it’s served on ice, as a temptingly tropical cocktail, or as an original long drink with Brazilian flair – under the slogan “The kiss of the coconut”, Mangaroça Batida, guarantees exotic enjoyment and inspires a Brazilian lust for life. The signature drink Batida Passion is a delicious fruity blend of Mangaroça Batida de Côco, passion-fruit nectar and fresh mint. It’s ideal for a romantic sun-downer at the water’s edge, a spontaneous garden party or happy hour at the bar with colleagues. Mangaroça Batida de Côco is whatever its fans want it to be.



* Source: Brand recognition, BrandFeel, January 2020

Line extension: Mangaroca Batida Pura Côco: “The clear kiss of the coconut”

Mangaroca Batida puts a new spin on the enduring coconut trend with the launch of Mangaroca Batida com Rum in August 2018. In 2021 the dairy-free coconut liqueur was given a design facelift and a new name: Mangaroca Batida Pura Côco – “The clear kiss of the coconut”. This 21% vol. line extender is vegan and made from coconut water and exotic rum, which gives it a coconut flavour that is no less intense than the creamy original. Mangaroca Batida Pura Côco tastes great neat and as an ingredient in tropical cocktails. Its dairy-free ingredients and excellent mixability open up various possibilities for delicious mixed-drink creations with a fruity, exotic note. The two signature drinks Batida Tonic and Batida Cola are simple to make and taste heavenly – making them a must for the summer.



Ready to drink – summer vibes ‘to go’

In 2019 a ready-to-drink Mangaroca Batida product was launched. Mangaroca Batida Passion is a ready-mixed long drink featuring tangy passion fruit and an alcohol content of 10% vol. for an exotic taste sensation. The brand’s first ready-to-drink product comes in a distinctive and convenient 0.25l can. It appeals to younger female consumers, offering uncomplicated enjoyment ‘to go’.

In 2020 a second flavour was added to the ready-to-drink range: Mangaroca Batida Pineapple. This new product with an alcohol content of 10% vol. combines the exotic flavour of coconut with sweet pineapple, winning over even more devotees to the brand.

These handbag-sized, pre-mixed Brazilian cocktails can be enjoyed wherever and whenever Mangaroca Batida fans like – as a sundowner with friends at the urban beach or as an exotic cocktail of choice at a summer soiree.



Tropical vibes only – the first limited edition drink

In 2021 the brand launched its first limited edition drink: Mangaroca Batida Mango Kiss. With an alcohol content of 16% vol., this exciting new product combines creamy coconut liqueur with sweet mango to create a veritable tropical delight. The limited summer edition comes ready-mixed in a 0.7l bottle and tastes great served over ice or added to an exotic cocktail. It can also be used to lend a fruity kick to cakes and desserts.



An ice-cold sensation for the German market: Mangaroca Batida Ice Cream

Just in time for the 2021 summer season Mangaroca Batida, in cooperation with DMK Group, is bringing a taste of Brazil to the supermarket freezer section with the launch of its first-ever ice cream. The refreshing kiss of the coconut, with an alcohol content of 0.6% vol., is available in two flavours: Lovely Cherry and Passion Fruit. Sweet cherries and tangy passion fruit are blended with creamy coconut ice cream and original Mangaroca Batida de Còco. A crunchy outer layer of desiccated coconut adds the final, tropical touch.



Bringing Brazilian flair to your coffee table in Germany

The fantastic cake by Copenrath & Wiese shows that Mangaroca Batida de Còco is more than just a cocktail ingredient. The delicious Mangaroca Batida de Còco Passion cake, featuring a tangy mango and passion-fruit filling and original coconut liqueur, was launched in 2020. Fabulously fruity and bang on trend, it adds a summery twist and a Copacabana feel to your mid-afternoon coffee and cake. The Mangaroca Batida de Còco Kirsch cake, with luscious cherries, is a limited edition product range extension.



Delicious drinks that are easy to mix

Mangaroça Batida lets you conjure up a holiday atmosphere with just a few ingredients.



Batida Passion

Ingredients: 6 cl Mangaroça Batida de Côco
6 cl passion-fruit nectar

Method: Place some ice cubes in a tall glass. Pour in the Mangaroça Batida de Côco and top up with passion-fruit nectar, making sure that you don't stir it. Decorate with a sprig of mint.



Batida Cherry

Ingredients: 6 cl Mangaroça Batida de Côco
6 cl cherry juice

Method: Pour Mangaroça Batida de Côco into a tall glass with ice cubes. Add the cherry juice and garnish with 2-3 cherries.



Batida Raspberry Colada

Ingredients: 5 cl Mangaroça Batida de Côco
12 cl pineapple juice
1 cl raspberry syrup
8 raspberries

Method: Crush the raspberries in a cocktail shaker. Add all the remaining ingredients and shake vigorously. Double strain into a glass with fresh ice cubes, garnish with desiccated coconut and enjoy!



Batida Tonic

Ingredients: 4 cl Mangaroca Batida Pura Coko
10 cl tonic water
1 cl lime juice

Method: Pour the Mangaroca Batida Pura Coko, tonic water and lime juice into a glass with ice cubes. Decorate with a slice of lemon.



Batida Cola

Ingredients: 4 cl Mangaroca Batida Pura Coko
8 cl cola

Method: Pour the Mangaroca Batida Pura Coko and cola into a glass with ice cubes. Decorate with a slice of lime.

Find more tempting recipes and information about “The kiss of the coconut” at www.batida.com.

HISTORY & FUTURE

The welcome drink from Brazil: how experts at an Italian distillery discovered its potential

A glass of sparkling wine as a welcome drink in many countries is akin to a batida in Brazil. The term 'batida' comes from the Brazilian Portuguese word 'bater', which means 'to hit'. The finely pulped coconut flesh is stirred into milk and water. Children drink the cooled coconut milk, 'leite de coco', in its neat form. Adults add sugar and sugar-cane liqueur. In the 1970s experts from the Italian distillery Buton SPA recognised the drink's potential while on a business trip to Brazil. Fascinated by the Brazilians' 'national drink', they introduced Batida de Côco to the European market. In 1980 Giovanni Sassoli de Bianchi, one of the Buton heirs, founded the company Mangaroca International AG - and Mangaroca Batida de Côco was born. Since 2017 the brand has belonged to the Henkell & Co. Group - today named Henkell Freixenet - which markets it worldwide.



A new beginning for the brand

Henkell Freixenet has been distributing Mangaroca Batida de Côco in Germany since the brand was launched onto the German market in 1981. In 2017 the company finally took over the international brand from Giovanni Sassoli de Bianchi for the popular Mangaroca Batida de Côco coconut liqueur. Today, Mangaroca Batida de Côco has an updated image, a high recognition value and is distributed in more than 15 countries.

The modern bottle has a tall, slim, tapered design that makes handling easier. Thanks to its embossed elements, the newly designed bottle is also pleasant to the touch. A simple, elegant label in the customary black, white and gold colour scheme makes the cockatoo stand out even more. The stylish look appeals not only to established Batida fans but also to new, younger consumers. On the new, attractively designed website fans can find informative content about the exciting, exotic coconut liqueur and its Brazilian roots, rediscover Mangaroca Batida de Côco and browse the wide range of recipes for mixing delicious cocktails.

Mangaroca Batida press photos

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BdC_KoKussTour



BdC_Mood_1



BdC_Title_Mood_2



BdC_Mood_3



BdC_Mood_4



BdC_Mood_5



BdC_Mood_6

Mangaroca Batida press photos



Mangaroca_Batida_Range



BdC_Paradise_Motif



Mangaroca_Batida_de_Còco



MB_Pura_Còco



MB_LTE_Mango_Kiss



MB_Passion_RTD



MB_Pineapple_RTD



MB_Ice_Cream_Passion_Fruit



MB_Ice_Cream_Lovely_Cherry



CCW_Mangaroca_Batida_de_Còco_Passion_Cake



CCW_Mangaroca_Batida_de_Còco_Cherry_Cake

Mangaroca Batida press photos



Batida_Cherry



Batida_Passion



Batida_Raspberry_Colada



Batida_Tonic



Batida_Cola

We would be happy to send you the photos shown here in print-ready quality. They are also available in the image database at www.henkell-freixenet.com

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