

## TIA MARIA ICED COFFEE FRAPPÉ: INNOVATIVE NITRO TECHNOLOGY FOR TIA MARIA'S NEW COCKTAIL IN A CAN

Tia Maria surprises us once again with its sense of innovation, presenting **Tia Maria Iced Coffee Frappé**, its amazingly new ready to drink cocktail in a can made with **100% Arabica coffee**, a **delicious milk cream** and the unique flavor of **Tia Maria** liqueur. The use of innovative nitro technology

is the secret behind the **creamy frappé foam** which forms **upon flipping the lid**, so offering cocktail aficionados the **velvety smooth** consistency of the drink – perfect for enjoying some chill-out time at home and/or for topping off a summer cookout party. The brand's innovative spirit comes



Photo by Marijn de Wijs



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through also in the design of the **Tia Maria Iced Coffee Frappé** can, for it's a unique work of art that takes packaging to the next level as it surpasses the limits of urban space with a graffiti by the **famous Dutch street artist Karski**. All for an experiment that bolsters Tia Maria's "**one of a kind**" soul. Karski says: "I'm extremely happy that Tia Maria identifies its brand with my lively artwork. With its abstract design in bright, vivacious colors, very much one of

a kind, this ready to drink can has a look all of its own."

Thanks to its low alcohol content and **creamy, refreshing** character, **Tia Maria Iced Coffee Frappé** – which is currently available in the **U.K.** and **Ireland** and soon to be in the **United States** too – both satisfies new taste preferences and suits new consumer habits to a tee. It's a whole new take on cocktail enjoyment, always the ready to drink way.