

“TIA MARIA ESPRESSO MARTINI SIGNATURE SERIES”: MASTERS PUT A TWIST ON TIA MARIA’S MOST ICONIC COCKTAIL



“Tia Maria Espresso Martini Signature Series” by The Best is a digital on-trade advocacy format launched on March 15th, the day the industry celebrates Espresso Martini Day.

The project aims to establish Tia Maria’s presence in the Espresso Martini landscape, cementing the connection between Tia Maria and the venues ranked in the **World’s 50 Best Bars**

list, of which Tia Maria is the **Official Coffee Liqueur partner**.

The first interpretation is entrusted to **SIPS** in **Barcelona**, the number 1 bar in the **2023 World’s 50 Best Bars** ranking. This twist, crafted by **Simone Caporale** and **Marc Alvarez**, features a unique combination of Tia Maria and **The Busker Blend**, topped with an inviting coffee foam.

In the second episode of the series, the creativity of another renowned international mixologist, **Alex Kratena**, takes the stage straight from his **Tayer Elementary** in London.

“Elementary Frozen” is his creation that blends the iconic Espresso Martini with coconut milk, creating a harmonious mix of roasted coffee, mocha, and vanilla, complemented by notes of cigar, cedar, banana leaf, and toffee, all in a frozen drink version. The series continues with bars such as the number 1 bar in North America (**Handshake, Mexico City**), followed by the magnificent **Atlas in Singapore** and the **Tokyo Confidential** by the famous Holly Graham, and many more to come... Stay tuned!



90000

video plays

2000

total interactions

The format in numbers:

Thanks to the Signature Series episodes we managed to reach:

- a coverage **10 times** our usual fan base, over 95% of which came from non- followers, translating into new users brought to our website;
- about **90000 video plays**, of which 34% replayed it more than once;
- **2000 total interactions.**

