



PASSOÃ

E-commerce Brand Guidelines



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I. VISUAL ASSETS

Pack shot · Lifestyle images · Header / banner

01A – PACK SHOT (GENERAL BOTTLE)

VISUAL ASSETS

Specification

Format: PNG or JPEG, no/white background

Versions available:

Passoã 20cl

Passoã 35cl

Passoã 50cl

Passoã 70cl

Passoã 75cl

Passoã 100cl

*Use the pack shot that corresponds to the correct local format and ABV.
Refer to the E-commerce portal for the right version per market.*



O1B – PACK SHOT (RTE)

VISUAL ASSETS

Specification

Format: PNG or JPEG, no/white background

Versions available:

Orange Juice 25cl

Passionfruit Martini
25cl

Pink Lemonade
Spritz 25cl

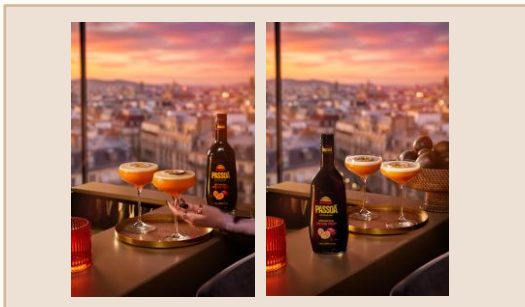
Use the correct can pack shot per SKU. Available as PNG (transparent) and JPEG (white background).



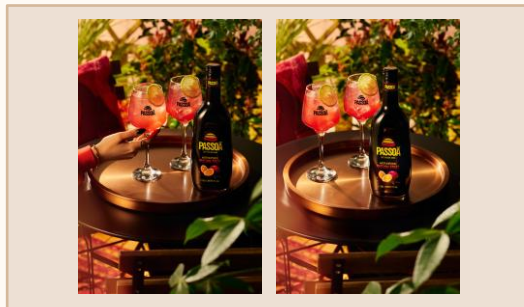
02 – LIFESTYLE IMAGES WITH PRODUCT

VISUAL ASSETS

Use the lifestyle images provided on the portal. Select the one(s) most relevant for your local market and page format.



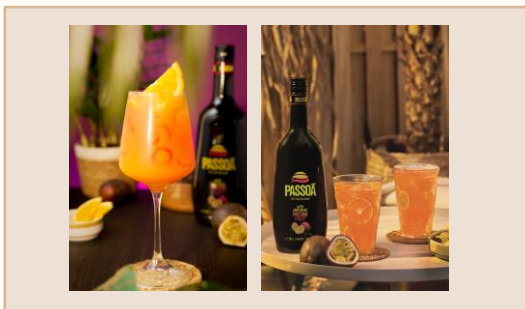
1. Pornstar Martini



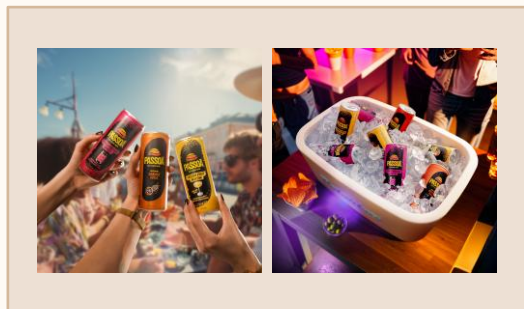
2. Passoã Spritz



3. Passoã Tonic / Lemonade



4. Passoã & Orange Juice



5. Passoã RTE range

03 – HEADER / BANNER IMAGE

VISUAL ASSETS

Select the banner most relevant for your product page. All banners are available as PNG and in PSD format (editable for local format adjustments).
Standard format: 1200×300px.

1. Passoã Spritz banner
2. Pornstar Martini banner
3. Ready to Enjoy range banner





2. CONTENT

Brand description · Product descriptions · Cocktail recipes

04 – BRAND DESCRIPTION

CONTENT

SHORT VERSION

Recommended for most E-commerce pages

Passoã is the world's #1 passion fruit liqueur: the original, created in 1986 and made with real passion fruit juice and natural passion fruit aromas. No artificial flavours. Low ABV. It has become the go-to spirit for those spontaneous, carefree moments with friends; best enjoyed at sunset, wherever you are.

LONG VERSION

For richer brand pages — see next slide

Core claims — never omit when translating:

Original passion fruit liqueur

Created 1986

World's #1

Real passion fruit

No artificial flavours

04 – BRAND DESCRIPTION (LONG VERSION)

CONTENT

For richer brand pages

Created in 1986, Passoã is the original and world's #1 passion fruit liqueur — made with real passion fruit juice and no artificial flavours.

Passoã is The Sunset Spirit. Its vibrant red colour mirrors the sky at golden hour, and every cocktail carries that same easy warmth — whether you are in Ibiza, on a city rooftop, at your local bar, or in your own living room. Sunset isn't just a time; it's a spirit. An invitation to escape routine and cherish spontaneous moments with friends.

A low-ABV spirit, naturally accessible and endlessly versatile: from the original Pornstar Martini — one of the global "new classics", originally created using Passoã — to a simple Passoã & Tonic, Spritz or a shared Rosé Sangria on a summer terrace.

Passoã is made for the moments when the day winds down and spontaneity takes over. It doesn't need an exotic beach: a rooftop bar, a living room, a garden — every pour is a passport to carefree escape. Free from artificial flavours, lower in alcohol, gluten-free, and instantly mixable with any soft drink, juice, or sparkling wine.

Passion fruit is one of the fastest-growing flavour trends in drinks globally. Passoã has championed this taste since '86 and remains the original, most trusted reference for bartenders and home mixologists alike, featured in 43 cocktail recipes on Difford's Guide, the world's most visited cocktail website.

Sharing Sunsets Since '86.

05 – PRODUCT DESCRIPTION

CONTENT

For use on individual product listing pages (SKU level copy)

Passoã Passion Fruit Liqueur General Bottle

Passoã is the original passion fruit liqueur, created in 1986 and still the world's best-selling. Made with real passion fruit juice and natural passion fruit aromas — no artificial flavours, low ABV, gluten-free.

Its vibrant red colour and tropical, fruity taste make it the ultimate cocktail ingredient: endlessly easy to mix, from a simple Passoã & Tonic or Passoa Spritz to the original Pornstar Martini. The essential spirit for your sunset moments.

Flavour notes: juicy, sweet-tart passion fruit with a fresh tropical finish.

ABV and format are market-dependent: 14.9%–21% ABV, available from 20cl to 100cl. Use the correct specification for your local market.

Specs

ABV
14.9% – 21%
(market dependent)

Formats
20cl / 35cl / 50cl
70cl / 75cl / 100cl

Allergens
Gluten-free

05 – PRODUCT DESCRIPTION - RTE

CONTENT

For use on individual Ready to Enjoy product listing pages

Passoã & Orange Juice

Passoã meets orange juice in a ready-to-drink can — no mixing required. Made with the original passion fruit liqueur and real orange juice, this serve brings the classic Passoã & Orange serve to life straight from the can.

190 calories per can · Free from: artificial flavouring, allergens, fat, GMO

Flavour notes: juicy passion fruit with a bright, sunny orange finish. Fruity and refreshing.

Serve chilled. 1–2 serves per can. Best before: 18 months.

Specs

ABV
5%
Global

Formats
25cl can

Allergens
Gluten-free

05 – PRODUCT DESCRIPTION - RTE

CONTENT

For use on individual Ready to Enjoy product listing pages

Passoã Passionfruit Martini

The iconic Pornstar Martini, now in a recyclable slim can. Bold passionfruit, smooth vanilla, a hint of lime and a vodka kick. Refreshing, sparkling and full of flavour.

139 calories per can · Free from: artificial flavouring, allergens, fat, GMO

Flavour notes: bold passion fruit, smooth vanilla and a hint of citrus. Refreshing and sparkling.

Serve chilled. 1–2 serves per can. Best before: 18 months.

Specs

ABV
5%
Global

Formats
25cl can

Allergens
Gluten-free

05 – PRODUCT DESCRIPTION - RTE

CONTENT

For use on individual Ready to Enjoy product listing pages

Passoã Pink Lemonade Spritz

A ready-to-enjoy fizzy cocktail in a recyclable slim can. Packed with passionfruit and zesty lemon-lime — a sweet, sparkling drink that balances fruitiness and refreshment perfectly. The ideal companion for outdoor moments and sunset occasions.

147 calories per can · Free from: artificial flavouring, allergens, fat, GMO

Flavour notes: tropical passion fruit with a zesty lemon-lime finish. Light, bubbly and refreshing.

Serve chilled. 1–2 serves per can. Best before: 18 months.

Specs

ABV
5%
Global

Formats
25cl can

Allergens
Gluten-free

06 – COCKTAIL RECIPES

CONTENT

Include at minimum 1 recipe per product page. Select the most relevant for your local market and consumer. Note: cocktail recipes are only relevant for the general bottle product pages — not for Ready to Enjoy (RTE) product pages.

THE ORIGINAL PORNSTAR MARTINI

The #1 cocktail in the UK — originally created with Passoã

INGREDIENTS

40ml Passoã · 30ml vodka · 15ml vanilla syrup · 30ml passion fruit purée · ½ passionfruit, garnish · Prosecco on the side

METHOD

Shake with ice. Double-strain into a chilled coupe glass. Garnish with half a passionfruit. Serve with prosecco on the side.

PASSOÃ SPRITZ

A fruity, exotic twist on an easy and fancy drink.

INGREDIENTS

3 parts prosecco · 2 parts Passoã · 1 part soda water · Lime wedge, garnish

METHOD

Pour into a wine glass over ice. Garnish with a lime wedge.

PASSOÃ & ORANGE JUICE

The easy classic, popular since the 1980s.

INGREDIENTS

1 part Passoã · 2 parts orange juice (freshly squeezed preferred) · Orange slice, garnish

METHOD

Pour into a glass over ice. Garnish with an orange slice.

PASSOÃ TONIC

Half the bitterness, half the alcohol, twice the fun.

INGREDIENTS

1 part Passoã · 2 parts tonic water (or lemonade) · Lime wedges, garnish

METHOD

Fill a glass with ice. Add Passoã, top with tonic water or lemonade. Garnish with lime wedges.

PASSOÃ ROSÉ SANGRIA

Fresh and colourful — the most shareable Passoã cocktail.

INGREDIENTS

1 part Passoã · 2 parts rosé wine · Red fruit and orange slices, garnish

METHOD

Pour into a bowl or pitcher filled with ice. Garnish with red fruit and orange slices.

The background features a vertical gradient from dark red at the top to bright yellow at the bottom. Silhouettes of palm trees are scattered across the scene, rendered in various shades of red and orange that blend with the background. The text '3. USAGE NOTES' is centered in the upper half of the image in a bold, white, sans-serif font.

3. USAGE NOTES

07 – USAGE NOTES FOR DISTRIBUTORS & RETAILERS

USAGE NOTES



Pack Shot

Always use the correct market bottle packshot. Refer to the portal for the right version per market.



Translations

Brand and product copy may be translated locally. Core claims must remain consistent: original passion fruit liqueur / created 1986 / world's #1 / real passion fruit / no artificial flavours.



Image Rights

Images are provided with digital rights only unless stated otherwise. Do not use for print or ATL without confirmation.



E-commerce Portal (no login required)

All essential assets are available on the LB E-Commerce portal — no login required.



Extended Asset Library

A more extensive library of visuals and brand assets is available on the external brand portal. Login required. Contact inkaweber@passoa.com to set up your account.

A vibrant sunset scene with a gradient background transitioning from dark purple at the top to bright yellow at the bottom. A large, stylized sun with horizontal stripes is positioned at the top center. Several palm trees are scattered across the scene, some in silhouette and others with a gradient fill matching the background. The word "PASSOÃ" is written in large, bold, yellow letters with a slight shadow effect.

PASSOÃ

For custom or flagship page materials, extended asset access or other questions?

Please reach out to inkaweber@passoa.com

