

PRESS RELEASE  
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# Kahlúa goes undercover for St. Patrick's Day with sneakily disguised pint glasses for Espresso Martini lovers

Cocktail lovers can rejoice this St. Patrick's Day with the release of Kahlúa's 'Schneaky' Espresso Martini glass. Disguised to look like a pint of stout, the specially designed, hand-blown glass sneakily conceals an Espresso Martini inside a pint glass. The crafty solution was created following research<sup>1</sup> revealing that cocktail lovers feel "St. Patrick's Day pressure" to drink stout – even if they don't savour its flavour.

## Kahlúa cocktails

- The world's leading coffee liqueur<sup>2</sup> has created the 'Schneaky' Espresso Martini glass – cleverly disguising the dark rich cocktail with its frothy top as a pint of stout
- To celebrate St. Patrick's Day, Kahlúa is giving away free Espresso Martinis in the sneaky glasses at select UK and Irish pubs to punters who have the secret code word\*
- Two in three cocktail drinkers feel "St Patrick's Day" pressure to conform on the 17th March

According to the study, around two in three drinkers (64%) have felt the need to order a 'certain drink' to fit in and nearly half (42%) fear they might be judged poorly for choosing a cocktail over a pint on St. Patrick's Day. Enter the 'Schneaky' Espresso Martini glass by Kahlúa – a saviour for many cocktail lovers on 16<sup>th</sup> and 17<sup>th</sup> March.

Kahlúa has enlisted former England rugby star and devout stout drinker James Haskell to raise awareness of the Schneaky Espresso Martini glass – showing that even the most loyal fans of stout can sip undercover. Commenting on the glass, Haskell said: *"For any punters looking to avoid an unwanted pint of stout, Kahlúa has got you covered. The Schneaky Espresso Martini glass means you can enjoy the deliciously indulgent cocktail you crave, without the fear of being judged."*

Following the huge success of last year's St. Patrick's Day campaign – *Feliz St. Patrick's Day* – Irish TikTok sensations **Tadgh & Derry** are joining forces with Kahlúa again. They join **3bucksleft** in a cheeky video revealing the Sneaky Espresso Martini glass in all its glory. Watch the video [HERE](#).

On 16<sup>th</sup> and 17<sup>th</sup> March, Kahlúa is giving away **FREE Schneaky Espresso Martinis\*\*** in its bespoke glasses exclusively at two pubs – the **Howl At The Moon pub in Hoxton, London** and **O’Loclainn’s in County Clare, Ireland**. Punters can try the undercover glass for free by ordering a “Schneaky Espresso Martini” at the bar. There will also be an exclusive opportunity to win a Kahlúa’s Schneaky Espresso Martini glass via the Howl At The Moon’s Instagram [page](#).

Craig van Niekerk, VP of Marketing for Kahlúa, said: *“No one should feel pressured to drink stout this St. Patrick’s Day, so why not sneakily whisper slainté with our Schneaky Espresso Martini glass? At Kahlúa, we’re always looking to stir up traditions with a touch of playfulness to ensure everyone gets to celebrate the shamrock festivities with a drink they enjoy – even if it’s on the sly.”*

Connor Clark, General Manager of Howl at the Moon said: *“There’s nothing more Irish than a bit of mischief and this might be the sneakiest pint of stout in town. We can’t wait for punters to come by on St. Patrick’s Day and give it a go for free.”*

Mags, sixth generation publican of O’Loclainn’s said: *“Nothing says St. Patrick’s day like a bit of craic and the best dark rich sips in town. Come for a session and try some on the house!”*

Try the Schneaky Espresso Martini glass by Kahlúa on March 16<sup>th</sup> and 17<sup>th</sup> by ordering a “Schneaky Espresso Martini”, exclusively at:

- **Howl At The Moon**, 178 Hoxton St, London, N1 5LH, United Kingdom (From 5 PM on March 16<sup>th</sup>)
- **O’Loclainn’s**, Main Street, Ballyvaghan, Ballyvaughan, Co. Clare, H91 C436, Ireland (From noon on March 17<sup>th</sup>)

To find out more about Kahlúa, visit: [www.kahlua.com/en-gb/](http://www.kahlua.com/en-gb/)

For more information, please contact Pangolin PR: [zach@pangolinpr.com](mailto:zach@pangolinpr.com)

#### **Notes to editors:**

<sup>1</sup> Source, UK: An online survey was conducted by Atomik Research among 2005 adults aged 18+ in the UK. The research fieldwork took place between 1-4 March 2024. Atomik Research is an independent creative market research agency that employs MRS-certified researchers and abides to MRS code. Ireland: An online consumer study of 1000 adults was undertaken in February 2024 by Bounce Insights. US: An online survey was conducted by market research platform 1Q in February 2024 among 1000 adults aged 21+ in the United States who identify as responsible drinkers.

\* Customers can claim one Kahlúa espresso martini using the codeword “Schneaky Espresso Martini” at the bar, subject to T&Cs.

<sup>2</sup> Source IWSR

\*\* T&CS: The activation is open to all individuals aged 18 years or older, operating the “think 25” policy. Customers must present a valid photo ID to prove eligibility. Only one free drink per person will be given, subject to availability and the discretion of pub staff. The activation is valid from 12pm to 11pm on Monday 17th March at Howl At The Moon

and from 5pm to 11pm at O’Loclainn’s on Sunday 16th March, subject to stock lasting. Alcohol consumption should be done responsibly. The pub reserves the right to refuse service to any individual who is intoxicated or behaving inappropriately. The Sneaky Espresso Martini by Kahlúa cannot be substituted for any other alcohol or item. The Schneaky Espresso Martini glass by Kahlúa is not available for purchase nor giveaway, all glasses are the property of Pernod Ricard. Sneaky Espresso Martini glasses are subject to availability, the pub reserves the right to serve the Kahlúa espresso martini in alternative glassware.

### **About Kahlúa**

Originating from Mexico in 1936 and made with 100 per cent Arabica coffee beans, Kahlúa remains the world’s leading coffee liqueur<sup>1</sup>. Its global popularity was inspired by the famous Kahlúa Ladies, the game-changing women-only management team that began to spread the word of this rich-tasting drink to the US and beyond in the 1960s. Every bean of coffee used to make Kahlúa is grown in shade plantations of eight remote farming communities in the Mexican coastal region of Veracruz. It’s a relationship the brand has nurtured and continues to do so. We work closely with farmers to help them adopt more sustainable farming methods and improve their living conditions. Today, the 300 tons of premium-grade green coffee used every year for Kahlúa is sourced following our partner Fondo Para la Paz’s three-pronged approach to sustainable development

### **About Pernod Ricard**

Pernod Ricard is a worldwide leader in the spirits and wine industry, blending traditional craftsmanship, state-of-the-art brand development, and global distribution technologies. Our prestigious portfolio of premium to luxury brands includes Absolut vodka, Ricard pastis, Ballantine’s, Chivas Regal, Royal Salute, and The Glenlivet Scotch whiskies, Jameson Irish whiskey, Martell cognac, Havana Club rum, Beefeater gin, Malibu liqueur and Mumm and Perrier-Jouët champagnes.

Our mission is to ensure the long-term growth of our brands with full respect for people and the environment while empowering our employees around the world to be ambassadors of our purposeful, inclusive and responsible culture of authentic conviviality. Pernod Ricard’s consolidated sales amounted to € 11,598 million in fiscal year FY24. Pernod Ricard is listed on Euronext (Ticker: RI; ISIN Code: FR0000120693) and is part of the CAC 40 and Eurostoxx 50 indices.

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