

PRESS RELEASE
April 14, 2025

Have your Espresso Martini – and eat it?

HAVE YOUR ESPRESSO MARTINI - AND EAT IT? Kahlúa and Tony's Chocolonely team up to launch the world's most indulgent espresso martini made ENTIRELY out of CHOCOLATE: The Espresso MarTony.

ESPRE MART

Kahlúa® AM

Drink Kahlúa Responsibly. be **drinkaware**.co.uk

- *With 1 in 4 Brits revealing they don't treat themselves enough, Kahlúa and Tony's Chocolonely team up to unveil the ultimate guilty pleasure: the chocolate Espresso MarTony glass!*
- *This bank holiday weekend, the treat of all treats will be exclusively available to enjoy at Dirty Martini Bishopsgate in London. Finally, something that feels as indulgent as a 4-day weekend.*

The world's leading coffee liquor, Kahlúa, and Dutch chocolate brand Tony's Chocolonely have teamed up to create the **Kahlúa Espresso MarTony Glass** - a never-seen-before Espresso Martini glass made entirely of milk chocolate. The Espresso MarTony sees the two brands come together to create the ultimate adult treat after research¹ found that a quarter of Brits say they do not think they treat themselves enough.

With half of the nation on the hunt for the ultimate indulgent treat - and Friday being the most popular day to do so, Kahlúa and Tony's Chocolonely have united two of the UK's most beloved indulgences – damn tasty chocolate and irresistible cocktails - in one unforgettable creation, perfect for your Friday night fix.

This limited-edition chocolate glass will be exclusively available* at Dirty Martini Bishopsgate over the bank holiday weekend (Friday 18th – Monday 21st April). The first 10 customers to order a Kahlúa Espresso MarTony on each day will receive an Espresso Martini served in** the iconic Tony's Chocolonely milk chocolate MarTony glass - for a delicious and indulgent drink you can enjoy from the first sip to the final bite. But hurry... they won't last long!

And for those choc-tail lovers who can't swing by Bishopsgate, the Kahlúa Espresso MarTony cocktail will be available at Dirty Martini venues nationwide for one month***. The serve features a deliciously indulgent Kahlúa Espresso Martini accompanied by a chunky milk chocolate bar from Tony's - the ultimate pairing of chocolate and Espresso Martinis.

To launch the Espresso MarTony glass and cocktail, sustainable chef and social media sensation Lagom Chef stars in a cheeky film [HERE](#), serving up the Kahlúa Espresso MarTony glass to an unsuspecting customer, who debates whether to sip or bite.

Craig van Niekerk, VP of Marketing for Kahlúa, said: *"Indulgence should be sweet, so we've teamed up with Tony's Chocolonely to stop Brits feeling torn between their two favourite treats. With the Kahlúa Espresso MarTony, we're stirring up the best of both worlds so cocktail lovers can enjoy their creamy cocktail and the glass itself. Will you sip, or will you bite? Why not both!"*

Nicola Matthews, UKI Head of Marketing at Tony's Chocolonely said: *"We're beyond excited to team up with Kahlúa to bring the ultimate indulgence to both chocolate and cocktail lovers. Together, we've shaken up something truly special: the Espresso MarTony. It's bold, delicious and a lil' bit unexpected, just how we like it. We can't wait for people to sip it, bite it, and fall in love with it."*

For those unable to get to a Dirty Martini Bar over the Bank Holiday weekend, Kahlúa has you covered, sharing the recipe for the Kahlúa Espresso Martini to make at home - your favourite drink has never tasted this good: <https://www.kahlua.com/en-gb/drinks/espresso-martini/>

Notes to editors:

*Try the Kahlúa MarTony cocktail exclusively at Dirty Martinis nationwide from April 18th. RRP: £11.00, London RRP: £11.50**

The Kahlúa Espresso MarTony glass is not intended for individuals under the age of 18. The Kahlúa Espresso MarTony glass is made of 100% Tony's ChocoLonely Milk Chocolate and there is no alcohol present in the recipe.

To find out more about Kahlúa, visit: www.kahlua.com/en-gb/

For more information, please contact Pangolin: zach@pangolinpr.com

1Survey of 2,000 UK adults conducted by independent research agency OnePoll between 4th and 8th April 2025

*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 Kahlúa Espresso MarTony glass and cocktail will be given to the first 10 customers per day to order a Kahlúa Espresso MarTony, subject to availability and the discretion of pub staff. The activation is valid from Friday 18th April to Monday 21st April at Dirty Martini Bishopsgate, subject to stock lasting. Alcohol consumption should be done responsibly. Dirty Martini reserves the right to refuse service to any individual who is intoxicated or behaving inappropriately. The Kahlúa Espresso MarTony cannot be substituted for any other alcohol or item. The Kahlúa Espresso MarTonya is not available for purchase.

**Customers will be offered the choice to enjoy their Kahlúa Espresso MarTony cocktail served in the chocolate Kahlúa Espresso MarTony glass OR served in typical glassware and given the Kahlúa Espresso MarTony Glass in packaging to take home.

***The Kahlúa Espresso MarTony cocktail is available from Thursday 17th April for one month at the following Dirty Martini venues nationwide. The cocktail will be accompanied by a 50g bar of Tony's Chocolonely Milk.

Research Results

- Brits have revealed the unusual ways they treat themselves with buying themselves a box of chocolate, drinking from their favourite mug and eating peanut butter directly from the jar voted as the top ways.
- A poll of 2,000 adults found they typically enjoy a treat three times a week, with Friday the most popular day for doing so.
- 49% of Brits insist there's no such thing as treating yourself too often
- Brits love to mix up flavours, with fish and chips voted the UK's top flavour combination, followed by bacon and eggs.
- Millennials spend the most on such indulgences – an average £48.10 a month, with the Silent Generation at the other end of the scale, forking out £13.10.

About Kahlúa

Originating from Mexico in 1936 and made with 100 per cent Arabica coffee beans, Kahlúa remains the world's leading coffee liqueur¹. 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.

About Tony's Chocolonely

Tony's Chocolonely is an impact company that makes chocolate, dedicating its efforts to ending exploitation in the cocoa industry, tackling child labour, forced labour and all forms of exploitation in cocoa.

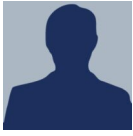
The company was founded in 2005 by 3 journalists from the Dutch TV show 'Keuringsdienst van Waarde' after they discovered that the world's largest chocolate manufacturers were buying cocoa from plantations that used child labour and forced labour.

Since then, Tony's Chocolonely has dedicated its efforts to raising awareness of and eliminating inequality in the cocoa industry. Tony's Chocolonely leads by example by building direct, long-term relationships with cocoa farmers in Ghana and Côte d'Ivoire, paying them a higher price and working together to solve the underlying causes of forced labour and child labour in cocoa.

Tony's Chocolonely wants to inspire the industry as a whole to break the mould to end exploitation in cocoa. They believe that being a better business should be the norm, not the exception. The brand has grown to become one of the market leaders in the Netherlands and its bars are now available almost worldwide, with offices in the Netherlands, USA, UK, Germany, Austria, Belgium and Sweden.

Tony's Chocolonely is a B Corp and Fairtrade-certified.

Contact



Pangolin PR
zach@pangolinpr.com

Read this online

<https://theabsolutgroup.com/media-room/press-release/have-your-espresso-martini-and-eat-it/>