

PRESS RELEASE
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Whip. Sip. Sleigh: Kahlúa Introduces Deliciously Creamy Kahlúa Chocolate Sips With a Little Help from Cardi B's Whipshots®

Savor the Rich Flavors of Kahlúa's Chocolate Sips, Available in Smooth Chocolate Flavor and White Chocolate Flavor.

Kahlúa, the number one selling coffee liqueur in the world¹, is continuing its tradition of premium quality with its latest innovation: **Kahlúa Chocolate Sips**.

This limited-edition offering marks the brand's first foray into the cream liqueur category, a strategic move to provide chocolate lovers with a deliciously easy way to stir up an indulgent drink – without the need for a complicated recipe.

Kahlúa Chocolate Sips are available in two irresistible flavors: **Smooth Chocolate Flavor** and **White Chocolate Flavor**. Smooth Chocolate Flavor blends Kahlúa Rum & Coffee Liqueur with real cocoa to deliver a rich and velvety mouthfeel of chocolate flavor, while White Chocolate Flavor combines Kahlúa and real cream for a delightfully creamy drink experience with a balanced hint of coffee.

To celebrate the launch of Chocolate Sips, Kahlúa is teaming up with Whipshots®, the innovative vodka-infused whipped cream brand co-founded by global superstar Cardi B to help take the new innovation to the next level.



“You know I’m all about keeping things fun, festive and simple – that’s why Whipshots teaming up with Kahlúa Chocolate Sips was a no brainer for me,” said Cardi B. “Combining Kahlúa Chocolate Sips with Whipshots is the perfect way to get the party started.”

The best part, Kahlúa Chocolate Sips launches ahead of Halloween and the holidays, a time when roughly 50% of households start stocking up on chocolate². Perfect for the festive season or a simple at-home treat, Kahlúa Chocolate Sips has an ABV of 16% and can be enjoyed neat or over ice, making it the ideal choice for those looking to level up their experience. Kahlúa Chocolate Sips Smooth Chocolate Flavor and White Chocolate Flavor were awarded 93 points and 94 points, respectively, at the 2024 New York International Spirits Competition.

“This first-of-its-kind offering from Kahlúa is designed to encourage consumers to 'Stir Up' their typical cocktail experience and savor the moment,” said Saragh Killeen, Kahlúa Brand Director. “Kahlúa Chocolate Sips bring a new level of 'deliciously easy' convenience to chocolate lovers, ensuring a premium quality experience that is both exceptional and indulgent.”

Whipshots’ Mocha, Vanilla, Caramel and Peppermint flavors are deliciously perfect toppers or pairings for Kahlúa Chocolate Sips. With a suggested retail price of \$24.99 for a 750ml bottle, Kahlúa Chocolate Sips will be hitting shelves at retailers nationwide this October, and starting mid-November, consumers will be able to purchase this dynamic duo to create signature serves, including the Mocha-tini, Nutty Surprise, Cardi Cane, and Gingerbread Delight.

“We are incredibly proud to be partnering with Kahlúa on the launch of Chocolate Sips,” said David Dreyer, CMO of Starco Brands. “The two brands pair perfectly together this holiday season – simply whip, sip, sleigh.”

Whether you're seeking a more playful departure from your regular drink, or simply looking to stir up a little drama, Kahlúa Chocolate Sips are an ideal choice.

Consumers can purchase Kahlúa Chocolate Sips and Whipshots nationwide, including at Total Wine & More, BevMo, Walmart, Kroger, Meijer, Giant Eagle, ABSCO and many more. To learn more about Kahlúa, or where to buy near you, head to [Kahlua.com](https://www.kahlua.com). Make sure to follow [@Kahlúa](https://www.instagram.com/kahlua) for recipe ideas and more.

ENJOY RESPONSIBLY.

Kahlúa Chocolate Sips x Whipshots Recipes:

Mocha-tini

1 Part Kahlúa Chocolate Sips Smooth Chocolate Flavor

1 Dollop of Mocha Whipshots

Garnish with Milk Chocolate Shavings & Fudge Rim

Nutty Surprise

1 Part Kahlúa Chocolate Sips Smooth Chocolate Flavor

1 Dollop Caramel Whipshots

Garnish with Peanut Butter & Caramel Candy Bar Pieces

Cardi Cane

1 Part Kahlúa Chocolate Sips Smooth or White Chocolate Flavor

1 Dollop Peppermint Whipshots

Garnish with Candy Cane Pieces

Gingerbread Delight

1 Part Kahlúa Chocolate Sips White Chocolate Flavor

1 Dollop Vanilla Whipshots

Garnish with Gingerbread Cookie Pieces

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1. IWSR CY 2023

2. Euromonitor International Dec 2023

About Whipshots

Developed by Starco Brands (OTCQB: STCB), Whipshots® is a first-of-its-kind alcoholic whipped cream that is a party in a can and launched in 2021 with co-founder and global artist Cardi B. Whipshots is a playful shot of sophistication that will indulge your curiosity and senses. Whipshots was most recently recognized with Silver, Gold, and Double Gold medals in the New York World Spirits Competition and the John Barleycorn Awards. It is also a Double Gold medal recipient in the 2022 SIP Awards, a Gold medal recipient in the Los Angeles International Spirits Competition and a Rising Star Growth Brand in the 2023 and 2024 Beverage Dynamics Growth Brand Awards. The boozy whipped cream is non-dairy (contains caseinate), does not require refrigeration, and can be found next to other spirits at retail, hospitality, and entertainment locations. Follow Whipshots @whip_shots and visit whipshots.com for more information.

About Kahlúa

Originating from Mexico in 1936 and made with 100 percent Arabica coffee beans, Kahlúa remains the world's leading coffee liqueur. 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 four remote farming communities in the Mexican coastal region of Veracruz and handpicked. 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 USA

Pernod Ricard USA is the premium spirits and wine company in the U.S., and the largest subsidiary of Paris, France-based Pernod Ricard SA., the world's second largest spirits and wine company. Pernod Ricard employs approximately 19,000 people worldwide, is listed on Euronext (Ticker: RI) and is part of the CAC 40 index. The company's leading spirits include such prestigious brands as Absolut Vodka, Aviión Tequila, Chivas Regal Scotch Whisky, The Glenlivet Single Malt Scotch Whisky, Jameson Irish Whiskey, Kahlúa Liqueur, Malibu, Martell Cognac, Olmeca Altos Tequila, Beefeater Gin, Del Maguey Single Village Mezcal, Código Tequila, Monkey 47 Gin, Seagram's Extra Dry Gin, Malfy Gin, Hiram Walker Liqueurs, Midleton Irish Whiskey, Redbreast Irish Whiskey, Aberlour Single Malt Scotch Whisky, Lillet, Jefferson's Bourbon, TX Whiskey, Smooth Ambler Whiskey, Rabbit Hole Whiskey, Pernod and Ricard; such superior wines as Jacob's Creek, Kenwood Vineyards, Campo Viejo and Brancott Estate; and such exquisite champagnes and sparkling wines as Perrier-Jouët Champagne, G.H. Mumm Champagne and Mumm Napa sparkling wines. Pernod Ricard USA is headquartered in New York, New York, and has more than 1,000 employees across the country. As "creators of conviviality," we are committed to sustainable and responsible business practices in service of our customers, consumers, employees and the planet. Pernod Ricard USA urges all adults to consume its products responsibly and has an active program to promote responsible drinking. For more information, visit: www.pernod-ricard-usa.com.

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