

Amarula launches vegan variant and new-look packaging



Plant-based Amarula Vegan (700ml) is available for order in travel retail

Distell-owned marula-based cream liqueur Amarula has added a new variant, Amarula Vegan, to its product range.

The first vegan cream liqueur to use real marula spirit as its base, Amarula Vegan is a plant-based, dairy-free, better-for-you alternative for conscious consumers. The product is also free from artificial colorants and flavorings, nuts and gluten.

Amarula Vegan targets consumers on a plant-based diet, who are lactose intolerant, or those who are looking to make healthier lifestyle choices.

Amarula Global Brand Lead Charmelle Conning said: "While we wanted to introduce this new plant-based variant, it was important that we did not compromise on the unique taste that people love. We wanted to embrace our African spirit while still evolving as a brand. Amarula Vegan does just this – it's a real indulgence that stays true to our exotic taste, that just happens to also be vegan."

The full Amarula range comprises: Amarula Cream, Amarula Vanilla Spice, Amarula Raspberry, Chocolate & African Baobab and Amarula Ethiopian Coffee. Like the other Amarula variants, Amarula Vegan can be sipped plain or over ice and used as a cocktail ingredient.

"In African culture, like many around the world, food is the ultimate sign of warmth, hospitality, community and indulgence. Our new vegan variant speaks to these themes, while also amplifying our environmental and conservation efforts – communicating that we are all part of a greater herd that can come together to embrace a kinder world, bolstered by a sense of African ubuntu (I am because we are)," Conning explained.

Amarula Vegan comes in a 700ml bottle and is available for order now in travel retail. The product is on-shelf in Big Five Duty Free stores at Cape Town International and Johannesburg OR Tambo

International airports and will be supported by a high-visibility tasting activation at both airports in November.

Distell International Managing Director Global Travel Retail Luke Maga said: “With 55% of travelers now giving more consideration to naturally-sourced and health-conscious products and 86% saying they look favorably on a brand which has a greater focus on sustainability [source: m1nd-set research], Amarula Vegan opens the brand up to a wider audience. The product will also appeal to consumers who previously could not consume Amarula because of food intolerances.”

New-look packaging

In other news, Amarula has unveiled new-look packaging for all its variants. The bottle is subtly sculpted to reflect the shape of the elephant’s head on the label, paying tribute to the inspiration behind the brand. The label is crowned with the Amarula logo, which features the brand name beneath a stylized curve representing the African sun. The image below depicts an elephant coming out of a grove of marula trees. The lower third of the label features shweshwe fabric patterns, which differ between variants, highlighting Amarula’s African roots. The marula fruit is also featured.

The contemporary, clean lines of the bottle and label are designed to communicate Amarula’s free spirit and make the packaging stand out on-shelf.

Notable variations in design distinguish classic Amarula Cream from the other variants.

Conning said: “We set out to create a fresh visual language for Amarula without losing any of its heritage. The shape of the bottle and the design of the label have evolved to keep pace with changing trends, but three key visual elements are still front and centre: the elephant, the marula fruit and the distinctive tassel around the neck of the bottle.”