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Bebidas Chiamulera Launches New Bid Marula Flavors and Unveils New Packaging

Salted Caramel and Passion Fruit join the line, which also features a brand-new visual identity

Bebidas Chiamulera is introducing two new options to the Bid Marula liqueur family: **Salted Caramel** and **Passion Fruit**. The novelties were showcased during Expoagas 2026, held this week in Porto Alegre, Brazil and will hit points of sale starting in September, accompanied by redesigned packaging across the entire line.



Complete line of Bid Marula liqueurs, from left to right: passion fruit, classic, and salted caramel.

Credits: Bebidas Chiamulera / Disclosure

The growth of the liqueur category and consumer interest in new flavor experiences are among the key factors driving this launch.

With these additions, Bid Marula now offers three varieties: **Classic, Salted Caramel, and Passion Fruit**. The line also features a new bottle design, updated labels, fresh colors, and a new cap. The visual overhaul was developed to improve flavor identification and make the products more eye-catching at retail.

Bottled in **900 ml** formats with a **15% ABV**, the liqueurs can be enjoyed neat or over ice. The line's concept is to deliver **diverse flavor experiences** by combining marula fruit with fresh, modern ingredients.

Marula is an African fruit renowned for its sweet, fruity, and subtly citrusy profile. In the Bid Marula recipe, the fruit creates a creamy, sweet, and smooth beverage with delicate caramel and vanilla notes.

Bebidas Chiamulera's Commercial Director, **Monica Chiamulera**, highlights that expanding the line aligns with evolving consumer habits and preferences:

“Bid Marula was already part of our portfolio, and we identified an opportunity to strengthen the brand through both expanded offerings and a renewed presentation. The new visual identity was designed to bring the product closer to the consumer and highlight the variety of flavors at the point of sale.”



Monica Chiamulera, Commercial Director at Bebidas Chiamulera

Credits: Bebidas Chiamulera / Disclosure

The launch coincides with Bebidas Chiamulera's **40th anniversary**. For the company, expanding the Bid Marula line is part of a continuous journey marked by portfolio growth and the development of products tailored to diverse consumption occasions.

About Bebidas Chiamulera

Founded in 1986, Bebidas Chiamulera celebrates its 40th anniversary in 2026 with a portfolio of over **190 products** and a presence across **3 continents and 33 countries**. The company operates primarily in the alcoholic beverage sector, offering products that cater to various categories, consumer profiles, and consumption occasions.

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