



# FREQUENTLY ASKED QUESTIONS

## ABOUT KAHLÚA

### **What is Kahlúa?**

Hand-crafted in Mexico since 1936, Kahlúa is the original coffee and cane spirit. It is an alluring taste combination of sugar cane spirit and 100 percent Arabica coffee – two of the highest quality ingredients to come from the mountains of Veracruz.

### **How is Kahlúa different from other coffee spirits?**

Kahlúa's alluring taste is differentiated by its high-quality ingredients – 100 percent Arabica coffee and sugar cane spirit. Whereas other coffee spirits may be masked with milk to create coffee flavored drinks, Kahlúa is delicious on the rocks (try adding a twist of orange) or in a cocktail.

### **How is Kahlúa made?**

Kahlúa is made from the finest 100 percent, hand-selected Arabica coffee beans and flavorful sugar cane spirit, both grown in the hills of Veracruz and processed in small batches at the Kahlúa distillery.

The coffee is harvested from October to March. The beans are air-dried and the external papery layer called the husk is removed. The dried coffee is aged for at least six months in burlap bags. Then, the coffee is taken to the Kahlúa distillery, where it is roasted to perfection in micro-lots, ground and brewed to meet the unique Kahlúa taste profile.

Once the sugar cane is ready for harvest, it is crushed and juice is collected. Crystalline sugar is extracted from the reduced juice, and the resulting molasses is fermented to begin the distillation process. Yeast and water are used to convert the molasses to alcohol. The sugar cane solution then undergoes a continuous distillation process until it reaches proof. It is stored in barrels until it is ready for use.

Finally, the coffee extract is combined with the sugar cane spirit as well as vanilla and caramel before it rests for eight weeks and is ready to be filtered, bottled and enjoyed.

### **Where can I find more information on Kahlúa?**

For more information on the original coffee and cane spirit, including drink recipes, visit [www.Kahlúa.com](http://www.Kahlúa.com).





# ENJOYING KAHLÚA

## **How do you describe the aroma of Kahlúa?**

The dark great tasting Kahlúa liquid offers enticing scents of bittersweet coffee bean, dark chocolate and roasted chestnut.

## **How do you describe the taste of Kahlúa?**

Kahlúa combines the rich flavor of coffee with a hint of vanilla and caramel to create a captivating taste. The palate entry features intense black coffee and sweet butter flavors; the mid-palate is long, rich, satiny and even a touch nutty; the finish is long and smooth with a hint of sweetness.

## **How should Kahlúa be enjoyed?**

Kahlúa's versatility means that it can be enjoyed on the rocks or in a cocktail. The Kahlúa Espresso Martini and the classic Kahlúa Black Russian are among the most popular ways to enjoy the original coffee and cane spirit.

## **Who drinks Kahlúa?**

Kahlúa drinkers are young men and women, of legal drinking age, who enjoy nights out and in, with their friends, co-workers and significant others. They consider a good night one filled with fun, engaging conversation. Kahlúa drinkers enjoy nearly two million cases of Kahlúa every year, in more than 150 countries around the world.

## **In what sizes is Kahlúa available?**

Kahlúa is available in more than 11 sizes globally. The most common sizes are 700 milliliters, 750 milliliters, and one liter.

# THE HISTORY OF KAHLÚA

## **What is the origin of Kahlúa?**

In 1930, the Alvarez brothers harvested premium Arabica coffee beans from the fields of Veracruz. They engaged Señor Blanco, a local entrepreneur, to use their beans for the foundation of the original Kahlúa recipe. Soon after, the recipe was perfected by a chemist named Montalvo Lara, creating the original coffee and cane spirit.

## **Where did the name Kahlúa come from?**

The word "Kahlúa" is derived from "kahwa," an Arabic slang word for coffee.





### **Where is Veracruz?**

Veracruz is one of the 31 states that make up Mexico. Due to its location on the Gulf of Mexico, Veracruz has a rich heritage and dynamic history that blends African, Mexican and Spanish influences. The mild climate and lush hillsides make the land ripe for growing a rich abundance of natural resources. It is the number-two coffee producing state in Mexico, generating 20 percent of the country's coffee. It has three main coffee regions, each with different climate elevation, producing high-quality Arabica coffee beans. The people are as warm and inviting as the climate – bringing a culture of colorful artwork, genuine hospitality and delicioso cuisine to the region.

### **What is the origin of the Kahlúa bottle?**

Since coffee traces its origins to the Middle East, the original Kahlúa label design included imagery of Arabia.

In the 1960's, when Mexico started to become a popular tourist destination, the brand updated the label design to better reflect its Veracruz origins.

Today, the logo remains consistent with its heritage. The soft yellow and red colors reflect the vibrant and distinctive colors of Veracruz, forever linking the bottle back to its birthplace.

### **Where did the Kahlúa logo come from?**

While the label has evolved over time, the iconic logo has remained consistent since the beginning. The red and yellow hues and bold script is inspired by the distinct colors and lines in Veracruz architecture.

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**Kahlúa**