



### Amarula Vegan Liqueur: Experience Plant-Based Indulgence

Introducing the latest member of the Amarula family; Amarula Vegan Liqueur! This newly launched, award-winning addition makes the perfect plant-based alternative to cream liqueur. Deliciously lactose-free, Amarula Vegan is blended with a velvety coconut-based cream to create its smooth, distinctive taste. Celebrating the complex, exotic flavours of the Marula fruits is the drink carefully blended with creamy coconut and gentle notes of caramel and vanilla.

Serve chilled over ice, or in your favourite dairy-free cocktail such as a 'Vegarita'. Add an exotic lift to hot drinks, vegan lattes or even plant-based baked desserts. Perfect for entertaining as well as for gifting – Mother's Day and/or at Easter.

Amarula is famously unique in being the *only* spirit to use the marula fruit as its base spirit, exploring the plant's rich heritage. Grown for thousands of years across Africa's subequatorial plains, the fruit is considered one of Africa's botanical treasures and locals are alerted to the harvest season by elephants who travels vast distances every February/March to get the first taste!

The elephants play such a key role in the production of Amarula they feature on all Amarula bottles and the brand supports elephant conservation through 'The Amarula Trust', first launched in 2008. This charitable arm of Amarula strengthens and empowers communities and builds a sustainable future within the marula fruit ecosystem and beyond.



Amarula Vegan has won multiple awards including a Great Taste and a Double Gold at The Spirit Awards.

Amarula Vegan Liqueur is 15.5% ABV and can be purchased for £14.99 from [Amazon](#) and £15 from [Waitrose](#). Keep an eye out for our Instagram feed and website for recipe inspiration.

Amarula Cream Liqueur is also available in several different flavours, including Original and Vanilla Spice, Raspberry Chocolate and Baobab, and Ethiopian Coffee.

Discover more at [AMARULA.COM](https://www.amarula.com)

ENDS

For more information, please contact Button Collective:

E. [poppy.fordham@buttoncollective.com](mailto:poppy.fordham@buttoncollective.com)

M.07786432284

Follow the conversation [@amarulaUK](#) on Instagram

Notes to editors

Amarula African Gin is an award-winning, hand-crafted and hand-harvested gin made from the rare and precious Marula fruit for a refreshingly unique flavour. It is the first gin to be made from real Marula fruit which only grows in sub-Saharan Africa in sustainable partnership with local communities. This distinctive gin joins the wider Amarula brand alongside the world leading Amarula Cream Liqueur. Every bottle contributes to the Amarula Trust, which is the charitable arm of Amarula donating to various organisations and community strengthening initiatives.