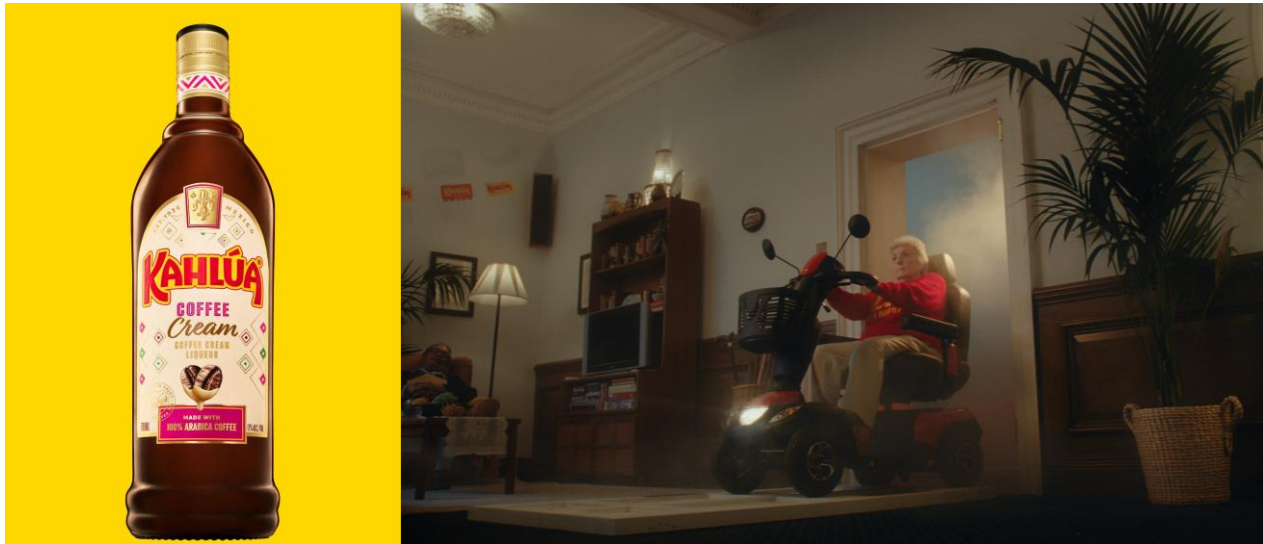




Not a nightcap. Kahlúa Coffee Cream is here to wake up the cream liquor category



LONDON [15 September, 2026]: What lives at the back of the drinks cabinet, comes out at Christmas and is usually served as a nightcap? Cream liqueur, of course. But forget everything you think you know about the spirit. Kahlúa is giving age-old tradition a big stir up – say ‘hola’ to **Kahlúa Coffee Cream**.

Whether enjoying neat or over ice, the Mexican-born alternative to the predictable cream liqueurs of the past has been created to change the way you enjoy cream liqueur. Designed to be a part of the occasion, rather than ending it, Kahlúa Coffee Cream is all about that sweet spot between finishing the day and wrapping up the evening - that’s where the magic happens.

The launch comes as drinking habits are shifting earlier with growing demand for more relaxed, spontaneous early-evening occasions*. A recent survey commissioned by Kahlúa Coffee Cream among UK adults aged 18+ found that 7 in 10 Brits (71%) are excited about classic spirits being reinvented. Luckily, Kahlúa Coffee Cream is stirring up the cream liqueur rulebook.

Ian Peart, Commercial Director Pernod Ricard UK, comments: “Kahlúa continues to go from strength to strength in the UK. As the nation’s number one coffee liqueur, we’re seeing sustained momentum driven by consumers’ love of coffee-inspired serves, from the ever-popular Espresso Martini to the Baby Stout shot. That’s why we’re excited to introduce this flavour extension that brings together the rich coffee and rum flavours people already know and love from Kahlúa with real dairy cream, it offers a deliciously indulgent and easy-to-



enjoy serve that opens up new occasions for the brand while staying true to its coffee credentials.”

Its latest campaign, [Not A Nightcap](#), brings the idea to life in a tongue-in-cheek telenovela-inspired short film that features viral British Insta star Grimegran (AKA Margie) and grandson Beau the Beard, as well as Irish TikTok creator Grandad Frank. The comedic personalities popular with younger generations show that there’s nothing old and dusty about *THIS* cream liqueur. In fact, Kahlúa Coffee Cream is the best excuse to fire up the group chat and get together over good company and even better drinks.

Kahlúa Coffee Cream is made with 100% Arabica coffee beans, real cream and Kahlúa’s signature rum and coffee liqueur. It’s creamy in colour and rich in coffee flavour, with a creamy and velvety texture and a sweet finish. But Kahlúa Coffee Cream is shaking up more than just the serve. Whether after work, on the weekend or at a dinner party, Kahlúa Coffee Cream challenges the idea that cream liqueur should wait until the end of the evening.

To celebrate the launch, Kahlúa is bringing ***Not a Nightcap*** to life with the **BYOG Club Night (Bring Your Own Grandparent)** - a one-night-only party from **7-11pm on Thursday, 8th October at Number 90**, Hackney Wick. Fresh from a string of summer gigs in Ibiza, including Hï Ibiza, DC10 and Pacha, as well as UK festivals including ParkLife, Hideout, Forbidden Forest and Creamfields, world-renowned superstar **DJ Rossi**. will be spinning the decks, lighting up the dance floor with his signature groove and minimal-house sounds.

The twist? Bring your own grandparent (or someone else’s!) and you’ll both get two free drinks! There’ll be a fully stocked bar including Kahlúa Coffee Cream serves - as well as areas for grandparents to relax once they’ve worked up a sweat on the dance floor. To bag complimentary tix, party-goers simply need to go to [Eventbrite](#) today - but you’ll need to move fast, as they’re set to disappear quickly!

For more information on Kahlúa Coffee Cream, visit <https://www.kahlua.com/en/products/kahlua-coffee-cream/> to discover the campaign, explore the range and find serves for every occasion.

Kahlúa’s commissioned report^ also uncovered:

- Two thirds of all adults say they still have a carefree or proper late night in them.
- Nightlife has no age limit: 85% are open to nights out spanning generations.
- Britons may be satisfied with standard drinks, but seven in ten remain open to modernised classics.
- Nearly 9 in 10 (85%) of adults are open to sharing drinks and nights out spanning generations.
- 1 in 3 surveyed say every generation brings the same energy to a night out
- More than 3 in 4 (76%) 18–35-year-olds associate coffee cream liqueurs with their own generation.



- Only 15% of Brits want to keep nights out to their own age group.
- More than 4 in 5 (82%) 18–35-year-olds are open to or excited by classic spirits being reinvented for nights out.
- More than 4 in 5 (82%) 18–35-year-olds say serving Kahlúa Coffee Cream chilled as an espresso-style shot or cocktail changes their perception of the drink.
- 1 in 4 (25%) 18–35-year-olds see a nightcap as a drink that kicks off the next phase of the night

[*IWSR 2025](#)

^Research was conducted via Media Insight between 1 - 3 September 2026. Sample size for data collection is 1,000 respondents in the UK, to adults over 18.

- ENDS -

PR Assets available [HERE](#)

About Kahlúa

Originating in Mexico in the 1930s, Kahlúa is one of the world's leading coffee liqueurs. Inspired by the renowned Kahlúa Ladies, a women-only management team that began promoting the "original coffee liqueur" internationally in the 1960s, Kahlúa is made from 100 per cent Arabica coffee beans. These beans are sourced from plantations in Mexico's Veracruz region, where it supports farmers in adopting responsible farming practices through its Coffee for Good initiative. Kahlúa, which sells 1.9 million 9-litre cases across 140 markets worldwide*, inspired the creation of the iconic Espresso Martini and is ideal for popular cocktails such as the Mudslide and White Russian. It is a playful, bold and over-the-top spirits brand that aims to "stir up" the everyday. In recent years, Kahlúa has collaborated with well-known brands and pop stars to develop Kahlúa-inspired cream liqueur innovations and create new experiences.

*1 IWSR 2026

About Pernod Ricard

Pernod Ricard is a worldwide leader in the spirits and wine industry, blending traditional craftsmanship, state-of-the-art brand development, and global distribution technologies. Our prestigious portfolio of premium to luxury brands includes Absolut Vodka, Ricard Pastis, Ballantine's, Chivas Regal, Royal Salute, and The Glenlivet Scotch whiskies, Jameson Irish Whiskey, Martell Cognac, Havana Club Rum, Beefeater Gin, Malibu Liqueur and Mumm and Perrier-Jouët Champagnes.

Our mission is to ensure the long-term growth of our brands with full respect for people and the environment while empowering our employees around the world to be ambassadors of our purposeful, inclusive and responsible culture of authentic conviviality. Pernod Ricard's consolidated sales amounted to € 10,959 million in fiscal year FY25. Pernod Ricard is listed



on Euronext (Ticker: RI; ISIN Code: FR0000120693) and is part of the CAC 40 and Eurostoxx 50 indices.