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Cointreau unveils pride-inspired cocktail collection celebrating LGBTQ+ diversity and inclusion for Pride 2025

Six colorful drinks represent the LGBT flag and its values, with events and recipes available throughout major U.S. cities in June

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Cointreau, the renowned French liqueur brand, is marking Pride 2025 with a special collection of six cocktails, each inspired by a color of the LGBT flag. The initiative aims to celebrate diversity, authenticity, and the freedom to love, coinciding with the upcoming International LGBT Pride Day on June 28. The company’s campaign highlights its support for the LGBTQ+ community by offering a unique way to toast to inclusion and acceptance.

The six cocktails are crafted to represent the colors red, orange, yellow, green, blue, and violet. Each drink is designed not only to reflect its respective hue but also to embody a sentiment or story associated with that color. Cointreau’s team developed these recipes in France, drawing on both classic mixology techniques and contemporary trends in cocktail culture.

For the red cocktail, named Love Potion, the recipe combines Cointreau L’Unique with gin, lemon juice, raspberry syrup, egg white, and fresh raspberries. The result is a vibrant drink that captures the spirit of passion and love. The orange cocktail, Born a Star, features Cointreau infused with star anise, lime juice, passion fruit purée, and pineapple juice. This blend aims to evoke energy and creativity.

The yellow cocktail, When in Roma, mixes Cointreau L’Unique with blanco tequila and manzanilla sherry. It is served with a twist of lemon for a bright finish. For green, the Matcha Margarita brings together Cointreau L’Unique, blanco tequila, lime juice, and matcha powder. This cocktail offers a fresh take on the classic margarita while highlighting the color of renewal and growth.

Pandora’s Secret represents blue in this collection. The drink includes Cointreau L’Unique, blue food coloring, fresh lemon juice, junmai sake, and gin. Served over crushed ice in a rocks glass, it stands out for its striking appearance and layered flavors. Finally, Wakanda Forever is the violet cocktail. It blends Cointreau with blackberries, lime juice, orange juice, and mezcal. The drink is served over ice in a glass rimmed with smoked salt.

Cointreau’s Pride 2025 campaign is being promoted through social media channels and at select bars in major U.S. cities throughout June. Bartenders are encouraged to recreate these cocktails or use them as inspiration for their own Pride-themed drinks. The brand has also released detailed recipes online for those who want to celebrate at home.

According to representatives from Cointreau’s U.S. office in New York City, the goal of this initiative is to offer more than just colorful drinks. The company wants each cocktail to serve as a tribute to those who champion the right to be themselves and love freely. By linking each recipe to a color of the LGBT flag and its meaning—such as life (red),

healing (orange), sunlight (yellow), nature (green), harmony (blue), and spirit (violet)—Cointreau hopes to foster conversations about inclusion within the hospitality industry.

The campaign comes at a time when many beverage brands are seeking ways to show support for LGBTQ+ rights during Pride Month. Cointreau’s approach stands out by focusing on both visual appeal and storytelling through mixology. Events featuring these cocktails are scheduled at partner venues in cities like San Francisco, Chicago, Miami, and Los Angeles during the last week of June.

Cointreau has stated that it will continue supporting diversity initiatives beyond Pride Month through collaborations with LGBTQ+ organizations and ongoing education for bartenders about inclusive practices. The company sees this year’s Pride collection as part of its broader commitment to celebrating individuality within the world of spirits and hospitality.

As June 28 approaches, Cointreau invites consumers across the United States to raise a glass in honor of Pride—whether at home or at their favorite bar—and let each sip serve as a statement of solidarity with the LGBTQ+ community.