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Mangaroca Batida de Côco Unveils New Look to Appeal to Modern Consumers

Brazilian coconut liqueur updates packaging with turquoise accents and tactile details while preserving its signature tropical flavor.

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Mangaroca Batida de Côco, the Brazilian coconut liqueur that has been present in European markets since 1980, has launched a new packaging design. The brand, known for its creamy coconut flavor, aims to connect with today’s consumers by

updating its image while keeping the original taste that made it popular in cocktails across Europe.

The new look features a turquoise color scheme that now appears in the brand’s logo. The iconic parrot, a symbol of Mangaroca Batida de Côco, has been redesigned with bold shapes and turquoise details. A dynamic wave pattern on the bottle evokes the beaches of Brazil, and a gold palm leaf embossed on the label adds a tactile element intended to catch the eye on store shelves. The front of the bottle displays a coconut symbol and the phrase “The Kiss of the Coconut,” reinforcing the product’s tropical identity.

The updated labels use textured paper with raised designs of the palm leaf, coconut, and parrot. According to the company, these changes are meant to create a more sensory and memorable experience for consumers. The redesign is part of Mangaroca’s effort to stay relevant in a competitive market by appealing to those who value authenticity and freshness in their beverage choices.

Mangaroca Batida de Côco was created by Giovanni Sassoli di Bianchi in 1980 and is considered an original Brazilian coconut liqueur. It is made from coconut liqueur and skimmed milk, resulting in a smooth and creamy drink. The aroma is described as sweet and fruity, with notes of ripe coconut, dairy undertones, and hints of vanilla. Its versatility makes it suitable for classic cocktails like piña coladas or simply served over ice.

The brand’s new image reflects its Brazilian roots while aiming to attract both loyal customers and new audiences looking for fun and tropical flavors. Mangaroca Batida de Côco continues to offer what it calls a “tropical Brazilian experience” with every sip, maintaining its place as a reference point for coconut-based cocktails in Europe and beyond.