# Chinola launches new pineapple liqueur to boost cocktail experiences



CHINOLA, a brand renowned for its authentic Dominican liqueurs, has unveiled CHINOLA Pineapple, a new addition that boasts a potent 21% ABV and aims to enhance cocktail experiences. Set to launch in 40 markets across the United States on April 14, 2025, the product is priced at $30 and is crafted from 100% MD2 pineapple, a variety celebrated for its sweetness and rich flavour profile. This latest offering strikes a balance between versatility and premium quality, making it a fitting choice for both cocktail recipes and standalone enjoyment.

Andrew Merinoff, Founder and CEO of CHINOLA, elaborated on the brand's vision, stating, "We’ve always been driven by a passion to create liqueurs that reflect the beauty and authenticity of the Dominican Republic. CHINOLA Pineapple brings that vision to life with the bold, tropical intensity of MD2 pineapple, which is renowned for its golden sweetness and rich, full-bodied flavour." This statement encapsulates the brand’s commitment to delivering culturally authentic products stemming from their geographical roots.

The introduction of CHINOLA Pineapple highlights several emerging trends in the alcoholic beverage sector. Firstly, there is a notable shift towards cultural authenticity in spirit production. By using ingredients that resonate with the Dominican Republic's heritage, the brand caters to a consumer market that increasingly values geographical identity in their choices of spirits. Furthermore, the integration of tropical fruits, such as MD2 pineapple, reflects a growing consumer appetite for fresh and adventurous flavours, marking a definitive trend towards fruit-infused spirits in the industry.

As premium crafted liqueurs gain traction, the launch of CHINOLA Pineapple also underscores a move towards artisanal spirits that utilise natural ingredients and authentic production methods. This trend is supported by market demand for high-quality alcohol that tells a story, engaging consumers who seek unique drinking experiences.

Implications for various segments of the alcoholic beverage industry are significant. For producers, the rise of fruit-infused spirits like CHINOLA Pineapple signals an opportunity to diversify product offerings and cater to adventurous palates. Additionally, hospitality and mixology sectors stand to benefit from the introduction of innovative ingredients for tropical-themed cocktails, allowing bartenders and mixologists to enhance their creations while appealing to clientele seeking novelty in their drink orders.

The expansion into 40 markets also signifies a robust growth trajectory for the import and export of tropical liqueurs, establishing a clear demand for culturally rich and diverse spirit offerings. As consumers continue to explore and embrace unique flavour profiles, products like CHINOLA Pineapple are strategically positioned to capitalise on this trend, reinforcing the importance of authenticity and quality in beverage production.

As the launch date approaches, CHINOLA Pineapple not only exemplifies the brand's dedication to quality and authenticity but also highlights the evolving landscape of the alcoholic beverage market, where cultural appreciation, premium craftsmanship, and flavour innovation are at the forefront.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.thespiritsbusiness.com/2025/04/chinola-releases-pineapple-liqueur/> - This article confirms the launch of CHINOLA Pineapple liqueur, its production from 100% fresh MD2 pineapple, and its planned availability in 40 US markets. It also highlights the brand's focus on authenticity and quality.
* <https://chinola.com> - Chinola's official website supports the claim of using 100% fresh fruit in their liqueurs, including the new pineapple flavor, and emphasizes their commitment to authentic Dominican flavors.
* <https://shopchinola.com> - This URL provides additional details about Chinola's product line, including the introduction of the new pineapple liqueur and the focus on sustainability and quality that aligns with consumer trends.
* <https://www.thespiritsbusiness.com/> - The Spirits Business website is a leading source for industry news, supporting claims about emerging trends in the alcoholic beverage sector, such as the shift towards cultural authenticity and premium quality in spirits production.
* <https://www.bartender.com/> - While not directly referencing CHINOLA, Bartender.com is a platform that highlights trends in mixology, including the use of tropical fruits in innovative cocktails, which supports the growing demand for unique flavor profiles.
* <https://www.noahwire.com> - This is the source for the original article discussing CHINOLA Pineapple and its implications for the industry, focusing on cultural authenticity and premium craftsmanship.
* <https://www.trendhunter.com/trends/chinola-pineapple> - Please view link - unable to able to access data