

Angostura rolls out New York ad campaign

ANGOSTURA has launched a November advertising campaign across high-traffic corners of New York City.

It follows a Times Square placement the company ran in August.

'In a decisive move in our global expansion journey, Angostura launched a bold campaign in New York celebrating the company's iconic bitters and world-renowned rums. Designed to increase brand awareness, the comprehensive campaign is being rolled out throughout November 2025,' Angostura stated in a release.

Angostura said the campaign includes 'major large-format placements on a billboard, digital kiosks and hand-painted wall in Williamsburg and Lower Manhattan.'

It said these areas were chosen for their strong cocktail culture and proximity to high foot-traffic areas, on-premises accounts, and public transit.

'In August, Angostura rums and bitters took centre stage in Times Square, New York City, one of the most iconic advertising locations, as our products lit up in a 15-second ad running in a continuous loop,' it stated.

Angostura said the November campaign in New York focuses on its bitters range and marks a significant step in the company's accelerated growth strategy within its largest international markets.

'The New York City campaign is being driven by an Angostura bitters- led theme, 'Inspiring Cocktail Creativity', to elevate everyday drinks into crafted cocktails. The US is Angostura's largest international market, and the company is expanding its footprint throughout the country,' it stated.

Angostura's acting chief executive officer Ian Forbes said, 'This campaign represents an important time for the Angostura brand in the US as our goal is to deepen visibility, strengthen relevance with our consumers, and highlight how Angostura bitters transform mixology-whether at home or behind the bar.'

Angostura said that by amplifying its presence in New York, it is reinforcing its international expansion.

'The company will continue to pursue high-impact opportunities across global markets, ensuring its iconic bitters and rums remain essential to cocktail and culinary cultures worldwide. Our products are available in over 170 markets,' it stated.