

May 2018

## MALIBU ADDS THIS YEAR'S HOTTEST FLAVOURS TO SUMMER LINE-UP

- Malibu is adding Malibu Passion Fruit, a new flavour not containing coconut, to its 70cl range and Piña Colada to its ready-to-drink family (RTDs)
- Malibu Passion Fruit is the perfect ingredient for making Porn Star Martinis at home
- Piña Colada RTDs will provide UK consumers with their second favourite out-of-home cocktail in a handy on-the-go format<sup>3</sup>



The sun's out and already consumers are eager for the new flavour in Malibu's summer line-up, Malibu Passion Fruit. Since arriving on shelves in Tesco and Asda this week, social media has been alight with excitement for this year's top trending flavour. Containing the refreshing taste of passion fruit, without coconut, it offers a fruity spirit for the brand's target audience of 18-24-year-olds to enjoy throughout the summer season.

Passion fruit cocktails are this year's hottest trend, with the Porn Star Martini now the second biggest cocktail in the on trade<sup>1</sup>. Malibu Passion Fruit is the perfect ingredient when making Porn Star Martinis at home or for a refreshingly simply serve, lemonade is the ideal mixer.

Chris Shead, Channel Director for Grocery at Pernod Ricard UK, comments: "The launch of Malibu Passion Fruit is a game changer for cocktails at home, as it will not only simplify the process of making the nation's favourite Porn Star Martini, but will open up the brand to those who have previously shied away from its coconut flavour.

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<sup>1</sup> CGA Mixed Drinks Report April 2017

We're not forgetting of course, Malibu classic 'the Piña Colada' and introducing an on-the-go format will allow us to tap into home cocktail occasion; as well as expanding into alfresco moments, making it this season's must-stock for driving summer sales."

RTDs are growing +16.5% year-on-year in value within the grocery channel, with Malibu's most popular flavour, Pineapple, growing at +12.2%<sup>2</sup>. Recent research reveals UK consumers are claiming Piña Colada as their second favourite flavour, making it the perfect time to be introducing a RTD of this kind<sup>3</sup>.

Malibu Passion Fruit is available now in both Tesco and Asda, replacing Malibu Pineapple in the brand's summer line-up, with an RRP of £15. Piña Colada RTDs have launched in Tesco, ahead of further roll-out across the grocery channel, and will join the much-loved Cola and Pineapple RTD cans, replacing Strawberry Kiwi, with an RRP of £1.80. Proximity advertising, a social campaign and influencer activity will support each launch.

**-ENDS-**

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#### **About Pernod Ricard UK**

Pernod Ricard UK is part of Pernod Ricard, number two in wines and spirits with sales of €9,010m in 2016/2017. Created in 1975 by the merger of Ricard and Pernod, the Group has undergone sustained development, based on both organic growth and acquisitions: Seagram (2001), Allied Domecq (2005) and Vin&Sprit (2008).

Pernod Ricard holds one of the most prestigious brand portfolios in the sector, including 19 brands among the top 100 worldwide. Pernod Ricard UK has identified the following key priority brands in the UK market: Absolut, Jameson, Chivas, The Glenlivet, Plymouth Gin, Monkey 47, Malibu, Perrier-Jouët, Kahlúa, Beefeater, Campo Viejo, Brancott Estate, Olmeca, Havana Club, Martell, Jacob's Creek, Lamb's, Ballantine's, G.H. Mumm, Graffigna and Wyborowa. Pernod Ricard UK is a member of The Portman Group promoting responsible drinking.

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<sup>2</sup> Nielsen Premix, Grocery Multiples, Period Ending WE 20.12.17

<sup>3</sup> UK's favourite cocktail 2017