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## The UK's number one coconut rum brand set to unleash the spirit of summer with the #MalibuGamesUK



The Malibu Games is coming to the UK this summer for five fun-filled days designed to test teams with a series of challenges. Showcasing tropical-themed zones inspired by Malibu favourites; Malibu Original Coconut, Malibu Passion Fruit and its newest addition, Malibu Strawberry Spritz, the games is set to make Malibu one of the most talked about brands this summer.

Following the success of the global games in the Dominican Republic in May, the Malibu Games will be coming to the UK from 7<sup>th</sup> - 11<sup>th</sup> August for a real-life experience that will bring the brand closer to its core audience of 18-24-year olds. Liverpool's Great Baltic Warehouse will be transformed into an exciting and instagrammable space complete with three giant team games, live DJ's and a Malibu Beach Bar to unwind whilst sipping on exciting Malibu serves.

The Malibu Games is part of the broader Malibu 'Taste The Summer' campaign, and will generate fame and reach through a digital-first approach. A media partnership with The Tab and influencer engagement will also drive ticket sales, alongside teaser content seeded across social platforms in the lead up to the games.

Chris Ellis, Commercial Director for Pernod Ricard UK, comments: "Malibu is a true icon of summer and we continually strive to provide fun and engaging social occasions that fans of the brand can get involved in with friends. This year's campaign is no different and will be branded as the hottest summer moment, with Malibu serves at the core of the experience. We've also enlisted support from reality TV stars Gabby Allen, Olivia Buckland and Sam Thompson, and content creator Ian Harper, as



Malibu Games UK Ambassadors to ensure the brand remains relevant with its Millennial audience in what's sure to be a sizzling summer for the brand."

In May, Malibu introduced its first ever ready-to-drink product, Malibu Strawberry Spritz, exclusively in Tesco, which has seen huge demand in its first month since launch, making it the hottest go-to summer drink. Malibu's newest addition to the range, along with the brand's Original Coconut and delicious Passion Fruit variants, will be available to enjoy at The Malibu Games, and have inspired its tropical-themed zones including the exhilarating 'Strawberry Sprint', the 'Not So Coconut Shy' and the 'Stir Up Some Passion' area.

The #MalibuGamesUK experience will run for 45 minutes slots and tickets are available now from [www.maliburumdrinks.com/uk/malibu-games](http://www.maliburumdrinks.com/uk/malibu-games) priced at £15 (or £12 early bird tickets). Less competitive consumers can relax at the Malibu Beach Bar without the need to book whilst watching the action.

**-ENDS-**

For more information, please contact Mo Brownridge at Pernod Ricard UK on 07342 068335 or [mo.brownridge@pernod-ricard.com](mailto:mo.brownridge@pernod-ricard.com).

### **About Malibu**

Malibu is the number one flavoured spirit brand globally. The coconut rum has sustained 30 years of success and is sold in more than 130 countries worldwide, including the USA, UK, France, Germany and Canada. Produced on the island of Barbados, Malibu owes its unique taste to a refined blend of Caribbean rum, natural coconut flavours and high-quality pure cane sugar. Malibu knows that summer is the time when people feel their most free and happy. All marketing communication from Malibu is focused on liberating the spirit of summer, helping people to live the best summer possible. Its product portfolio reflects its mission to help people to release their best summer self, reflecting the laid-back mood of the season #BecauseSummer. The broad product range comprises a range of refreshing flavours capturing the essence of this magical time of year, including: Malibu Original bottle, the iconic summer drink perfect for creating refreshing summer cocktails; and a selection of ready-to-drink cans offering fun and tasty drinks on the go, perfection for spontaneous summer moments with friends.

Malibu is produced and marketed by The Absolut Company, part of Pernod Ricard, which holds one of the most prestigious brand portfolios in the sector.

### **About Pernod Ricard UK**

Pernod Ricard UK is part of Pernod Ricard, number two in wines and spirits with sales of €8,987m in 2017/2018. 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, Lillet, 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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