

## MALIBU LAUNCHES SUMMER HOLIDAY RESORT FOR THE ULTIMATE STAYCATION

*Beach-side pool experience in the heart of London to be hosted by Ibiza Weekender's, David Potts*



The UK's no.1 coconut rum brand<sup>1</sup> is launching a holiday resort in Brick Lane's Old Truman Brewery over the bank holiday weekend (Saturday 28<sup>th</sup> and Sunday 29<sup>th</sup> August). As Google searches for 'last-minute holiday cancellations' shot up by 455%<sup>2</sup> this summer, Malibu is creating a must-visit getaway for groups of mates, complete with a beach-side pool and Piña Colada bar. The holiday resort will be free to attend and each pool slot can be reserved for groups of up to five friends with tickets available from [Eventbrite](#).<sup>i</sup>

Ibiza Weekender icon, David Potts, has been appointed as Head Rep over the two days to bring vacation vibes to consumers. Guests will enjoy a heated pool before sipping on refreshing Malibu cocktails whilst listening to the popular Instagram account, HunsNet, DJ throughout the weekend. Visitors can also top up their tan lines at the tanning station, capture some Instagram-worthy moments at the summer fling photo booths, or head to the temporary tattoo parlour for the ultimate staycation experience.

Marnie Corrigan, Brand Director at Pernod Ricard UK comments, "With changing travel rules, channelling those summer holiday vibes has been challenging, so we've come up with a way to make dreams of sipping cocktails by the pool with your besties come true – without the jet-lag. The Malibu Funshine Holiday Resort will bring the best bits of that summer vacay Brits have been craving to London, and fans of the brand can enjoy some funshine moments as we deliver the true taste of summer."

The weekend event is being supported by influencer activity to engage with Malibu's Gen Z audience, and is set to capitalise on the popularity of the brand, as Malibu is experiencing +26.5% value growth<sup>3</sup>, well ahead of the Liquers & Specialities category (+16%)<sup>4</sup>.

**-ENDS-**

<sup>1</sup> AC Nielsen | Specialities | MAT value to 19.06.21

<sup>2</sup> Google Trends from June-August 2021

<sup>3</sup> AC Nielsen | Total Off-Trade | MAT value to 19.06.21

<sup>4</sup> AC Nielsen | Specialities | MAT value to 19.06.21

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## **Notes to Editors**

### **About Pernod Ricard UK**

Pernod Ricard UK is part of Pernod Ricard, number two in wines and spirits with sales of €8,448m in 2019/2020. 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, KI NO BI, Italicus, Lillet, Malibu, Perrier-Jouët, Kahlúa, Beefeater, Campo Viejo, Brancott Estate, Olmeca, Havana Club, Martell, Jacob's Creek, Lamb's, Ballantine's, G.H. Mumm and Wyborowa. Pernod Ricard UK is a member of The Portman Group promoting responsible drinking.

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<sup>i</sup> Strict health and safety processes will be in place, including stringent cleaning schedules and temperature checks of all guests upon arrival