

## IT'S A VERY WHITE CHRISTMAS AS MALIBU LAUNCHES FESTIVE FASHION RANGE AND 'NAUGHTY AND NICE' ADVENT CALENDAR

*Limited-edition collection available exclusively online from 7<sup>th</sup> December  
Oversize advent calendar pop-up to bring some festive fun to Cardiff and Liverpool*



The UK's no.1 coconut rum brand<sup>1</sup> is launching the ultimate unisex Christmas collection as Malibu reveals its first-ever festive fashion range, available for a limited time only from Tuesday 7<sup>th</sup> December exclusively online. Coinciding with the collection drop, Malibu is also bringing some festive cheer to Cardiff on 11<sup>th</sup> December and Liverpool on 18<sup>th</sup> December with its 'naughty or nice' advent calendar.

As Google searches for '90s fashion' shot up by 205%<sup>2</sup> over the last three months, Malibu's cosy yet on-trend collection has given some of this summer's must-have accessories a festive twist. Consisting of furry bucket hats, fluffy stockings and faux fur sliders, each piece in the range is priced from £20 and has been inspired by Malibu's iconic white bottle. The brand has also enlisted the social media support of Gogglebox star, Tom Malone Jr, and influencers This Is Amina and Emma's Rectangle to model the must-have collection and bring a splash of Caribbean sunshine to winter wardrobes this year.

The brand is also inviting consumers to have a very Malibu Christmas by inviting them to enjoy some festive serves at its winter pop-up, touring Cardiff and Liverpool this December. Guests can enjoy a Pina Colada, Malibu Hot Chocolate or a Watermelon Snow-Jito, before stepping into an over-size advent calendar to find out if they have been 'naughty or nice' this year. Prizes range from branded glassware and furry bucket hats and sliders from Malibu's festive fashion range, to a bar tab at Las Iguanas.

Marnie Corrigan, Brand Director at Pernod Ricard UK comments, "Last Christmas didn't turn out as expected for many, so this year Malibu is making Christmas extra fun and we're encouraging everyone to liberate the summer mindset even in the colder months. Our new collection of accessories and festive pop-up are an extension of Malibu's 'Let The Funshine' campaign, which is about embracing the fun side of life, no matter what happens. By tapping into Gen-Z's obsession with all things 90's and creating our first ever line of Christmas merchandise, we're giving fans of the brand the perfect present to treat themselves or their friends to this holiday season."

<sup>1</sup> AC Nielsen | Specialities | MAT value to 11.09.21

<sup>2</sup> Google Trends from September-November 2021

Malibu is experiencing +17% value growth<sup>3</sup> as the Liqueurs & Specialities category continues to be the no.1 value growth driver over the last year<sup>4</sup>. The Malibu Christmas Collection will be available to purchase from Tuesday 7<sup>th</sup> December on [Drinks Supermarket](#) whilst stocks last, and Malibu will also be giving away the collection to one lucky winner via its social media channels. The campaign is also being supported by media partner, Hunsnet, as well as various meme social pages.

**-ENDS-**

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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 €8,824m in 2020/2021. 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>3</sup> AC Nielsen | Total Off-Trade | MAT value to 11.09.21

<sup>4</sup> AC Nielsen | Specialities | MAT value to 11.09.21