



## MALIBU TARGETS HIGH-GROWTH RTD OCCASIONS WITH NEW MALIBU PUNCH RANGE

*New 10% ABV canned cocktail range marks the latest investment by Malibu in the fast-growing RTD category, bringing bold flavour and Caribbean spirit to higher-energy social occasions.*



**LONDON, ENGLAND, 12<sup>th</sup> October 2026** – Malibu is doubling down on the fast-growing ready-to-drink (RTD) category with the launch of **Malibu Punch**, a new range of 10% ABV canned cocktails designed for a new generation of adult consumers. Available in **Watermelon Punch, Peach Tea Punch and Piña Colada Punch**, the range combines punchy fruit flavours with the signature Caribbean spirit of Malibu in a convenient 237ml can format, at an RRP of £3.50 across grocery, convenience and wholesale.

Created for higher-energy social occasions, from pre-drinks and house parties to festivals and spontaneous get-togethers, Malibu Punch expands the brand's RTD portfolio while bringing the fun-loving, flavour-led spirit of Malibu. The launch forms part of the broader ambition of Malibu to accelerate growth within the evolving RTD category and strengthen relevance with younger adult consumers.

UK RTDs grew 28% in value year-on-year and higher-ABV SKUs are driving this acceleration<sup>1</sup>, reflecting increasing consumer demand for convenient, flavour-forward serves suited to a broader range of social occasions. Malibu already holds a leading position in the UK RTD market, with two products among the country's top 20 RTD cans and Malibu Piña Colada ranking among the UK's largest cocktail RTDs by value<sup>1</sup>.

Each can has its own personality. Watermelon Punch delivers a refreshing, sparkling blend of juicy watermelon flavour balanced with vibrant citrus notes of lemon and lime. Peach Tea Punch combines juicy peach flavours with subtle notes of delicate black tea for a refreshingly crisp finish, while Piña Colada Punch brings together smooth creamy coconut and juicy caramelised pineapple flavours for a bold take on Malibu's iconic flavour profile.

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<sup>1</sup> Nielsen Premix Drinks, Total Coverage, MAT September 2026.



To celebrate the launch and establish it as the ultimate party starter, Malibu is turning up the fun with its biggest “party-crashing” stunt yet. This autumn, lucky consumers will have the chance to have their parties gate-crashed by Malibu and influencer-duo Georgia Wood and Maddie Grace Jepson in true Malibu style. Expect a punchy Malibu van with can drops, exclusive merchandise and music to get the party started for an unforgettable night.

**Liam Murphy, Marketing Director, Pernod Ricard UK Ricard, commented:** “Malibu is already a ready-to-drink super brand in the UK having helped to establish the category more than a decade ago. The onus is on us to innovate and deliver against evolving consumer trends. Malibu Punch is a bold 10% ABV proposition created specifically for pre-drinks, parties and spontaneous get-togethers. With three distinctive flavours and significant investment behind the launch, we believe Malibu Punch can recruit a new generation of adult consumers, build on Malibu’s distinct credentials and bring further excitement and value to the fast-growing RTD category.”

Launching first in the UK, Malibu Punch will be supported through the broader “Do Whatever Tastes Good” campaign platform, with activity designed to drive awareness, trial and recruitment among adult consumers. The UK is the lead market, with a rollout to the US and Canada to follow.

Malibu Punch will be available in the UK across grocery, convenience and wholesale channels from **8<sup>th</sup> October 2026**, with an **RRP of £3.50 per 237ml can**.

[Click here for full campaign assets.](#)

**ENDS**

**SIP EASY. ENJOY MALIBU RESPONSIBLY.**

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### **About Malibu**

*Malibu Original is the world’s leading rum-based coconut-flavoured spirit. It sells over 3.9 million 9-litre cases annually across 155 markets worldwide<sup>1</sup> and is a must-have in popular cocktails such as piña coladas and daiquiris. Founded in the late 1970s, Malibu has been part of the Pernod Ricard Group since 2005. The brand encourages people to have a summer mindset all year round – to clock off and do whatever tastes good whenever the moment feels right. This connection to sunshine has been*



*strengthened in recent years, with a range of ready-to-drink cocktails, more than one million cases of which are sold each year. The coconuts that give Malibu its distinctive flavour come in part from local farming communities in the Philippines, where the brand supports farmers to improve sustainable farming practices.*

*1 IWSR 2025*

### **About Pernod Ricard UK**

*Pernod Ricard is a global leader in spirits and champagnes, combining heritage, a prestigious portfolio of world-renowned brands and established route-to-market expertise. Based in London, Pernod Ricard UK is responsible for marketing and distributing its extensive portfolio of clear and aged spirits, champagnes and ready-to-drink products including Jameson, Kahlua, Malibu, Absolut Vodka, Bumbu, Altos, Perrier-Jouët, Lillet, Chivas Regal and The Glenlivet, along with many more. Pernod Ricard UK is the #2 spirit supplier in Great Britain, with 3 of the top 15 spirits brands (NielsenIQ). Its mission is to ensure the long-term growth of its brands with full respect for people and the environment, while empowering employees to be ambassadors of a purposeful, inclusive and responsible culture of authentic conviviality. For more information, visit <https://www.pernod-ricard.com/en/locations/uk>*