

MALIBU WATERMELON



INTRODUCING: NEW MALIBU WATERMELON

STRONG MALIBU PERFORMANCE

Malibu dominates
the Flavored Rum
Category in the US

54%
MARKET SHARE*

**HOWEVER, MALIBU IS CONSIDERED WITHIN MORE THAN JUST
THE RUM CATEGORY AMONGST A MUCH BROADER SET OF
BRANDS FOR SUMMER DRINKING OCCASIONS!**

TRENDING FLAVOR

#3 FLAVOR MOST
ASSOCIATED WITH
SUMMER*

80% OF CONSUMERS
'LOVE IT/LIKE IT' **



**WATERMELON AS A
FLAVOR IS UP**

+74%

FOR WHITE SPIRITS ***



*Transparency Panel 2016
**Global Flavors Performance Research 2015-17
***Market 4QD Total US SAGG - 1/14/18 © 2018 Malibu Rum Co. 180318

MALIBU WATERMELON LAUNCHING FEBRUARY 2021



AN ALL NEW RIPE AND JUICY ADDITION TO THE MALIBU FLAVORS RANGE!



Amongst Gen Z consumers, Watermelon is the 2nd most popular summer flavor in mixed alcoholic drinks*



Watermelon in the top trending cocktail searches and summer cocktail flavors**



Low ABV products continue to trend upwards*** which makes Malibu Watermelon at 21% ABV a perfect proposition



Available in: 50mL (1x run for trial), 750ml, 1L and 1.75L



Made with Natural Flavors – 1st ever claim for Malibu

* 2018 Gen Z consumers survey
** February 2021 survey
*** 2018 Gen Z consumers survey

MALIBU WATERMELON IS THE SLICE OF SUMMER

TASTING NOTES

**REFRESHING, RIPE &
JUICY WATERMELON
WITH A SWEET AND
FRESH FINISH – NO
COCONUT!**

SERVES

2 HERO DRINKS

OCCASIONS



**MALIBU WATERMELON & SODA WATER
MALIBU WATERMELON MOJITO**



SUPPORTED BY THE MALIBU MASTERBRAND 360 MEDIA PLAN TO DRIVE TOP OF MIND AWARENESS & CONVERSION

...AND RECRUIT NEW CONSUMERS INTO THE FRANCHISE



INFLUENCERS



SOCIAL



E-COMMERCE



CHAINS TARGETING



PRE-STORE
CONVERSION



FESTIVALS

WEBSITE

