

INTRODUCING

# MALIBU COCKTAILS IN A CAN

SIP ON SUMMER WITH MALIBU'S NEW LINE OF CANNED COCKTAILS, MADE WITH SMOOTH CARIBBEAN RUM

## MALIBU CONSUMERS LOVE RTDS

- 78% of Malibu shoppers purchased RTDs in 2020<sup>1</sup>

## NEW BUYERS DRIVE INCREMENTAL

- 83% buying Malibu cans are new to brand-- 10% went on to purchase Malibu Rum<sup>2</sup>

## WIN WITH THE PREFERRED TASTE PROFILE

- Malibu Pina Colada preferred over competitors<sup>2</sup>



PINEAPPLE BAY BREEZE



STRAWBERRY DAIQUIRI



PIÑA COLADA



WATERMELON MOJITO

Piña Colada & Strawberry Daiquiri – Available Now.

Watermelon Mojito & Pineapple Bay Breeze – Launching Feb 2022



SRP: \$12.99 4pk  
ABV: 7%.  
SIZE: 355ML

1. Numerator Shopper Metrics FY2020  
2. Numerator Insights 52-WKS ending June 2020

INTRODUCING

RTDs to be supported with At-Pop and significant media investment.

# MALIBU COCKTAILS IN A CAN

## Q4 BRAND SUPPORT



Social  
Digital Media  
Influencers & PR  
CRM, Web, & Search

eComm  
Chains Programming  
L3F Programming

## SHELF STANDARDS & SPECS



	355mL Can UPC	4-Pack UPC	SCC	
MALIBU RTD PINA COLADA 24X355 (6X4PACKS)	0-89540-53565-4	0-89540-53566-1	100-89540-53562-0	
MALIBU RTD STRAWBERRY DAIQUIRI 24X355 (6X4PACKS)	0-89540-53567-8	0-89540-53568-5	100-89540-53563-7	
MALIBU RTD PINEAPPLE BAY BREEZE 24X355 (6X4PACKS)	0-89540-53569-2	0-89540-53570-8	100-89540-53564-4	
MALIBU RTD WATERMELON MOJITO 24X355 (6X4PACKS)	0-89540-53571-5	0-89540-53572-2	100-89540-53565-1	

## ON + OFF PREMISE POS TOOLS

## RETAILER & ECOMM TOOLS [LINK](#)



## NOTES

---



---



---