



INTRODUCING MALIBU® PEACH RUM!

Sip on summer with the latest addition to our ripe and juicy flavor range, Malibu Peach!

Delivering the sweet taste of ripe yellow peaches, Malibu Peach embodies the free-spirited feeling of summer, allowing consumers to relax and enjoy a carefree moment.



Launch: Feb 2023
Price: \$14.99 SRP 750ml
ABV: 21% ABV
Size: 50ml, 750ml, 1L, 1.75ml

WHY MALIBU PEACH?

- Peach is a Top 5 summer flavor,¹ and fits perfectly within Malibu's existing ripe & juicy flavor portfolio
- The Malibu Peach liquid ranked #1, beating rum and vodka competitors on taste³
- 84% of consumers claim flavor is the top purchase driver and 86% of consumers agree Malibu Peach is a good brand fit²

REASONS TO BELIEVE

- Malibu is the #1 growth driver of the Rum category⁴
- Malibu Peach is expected to source the majority of the volume (64%) from outside the Malibu brand⁵
- Peach provides an additional trade-up opportunity: Malibu basket size (\$89) is higher than Captain (\$81) and Bacardi (\$73)⁶



MEDIA SUPPORT: SUMMER 2023

Paid Social, Online Video, eComm tactics and PR & Influencer support

MAY

JUNE

JULY

AUGUST

SEPTEMBER

AWARENESS



Pinterest



YouTube

E-COMMERCE



RETAIL STANDARDS

- **SRP:** Line Price to Malibu Flavors
- **Distribution Prioritization:** Pineapple, Strawberry, Peach, Watermelon
- **Shelf Set:** Drive impact and color contrast by placing Peach to the right of Pineapple and between Strawberry and Watermelon to separate red bottles. Flavors positioned below Malibu Coconut (see visual below)
- Rationalize Malibu Lime
- Facings: 2 x 750mL & 1 x 1.75L



Priority Channels:

1. Grocery
2. Chain Liquor
3. Independent Liquor
4. Mass

SUPPORT TOOLS



POS

Full Suite of Paper POS Tools with Peach as Hero



DISPLAY

(AFTER 1st 90 Days)



PORTFOLIO KV

ON PREMISE



PRODUCT SPECS

SKU	SCC	UPC
50mL (120 in case)	10089540535866	089540535937
750mL (12 in case)	10089540535835	089540535906
1L (12 in case)	10089540535842	089540535913
1.75mL (6 in case)	10089540535859	089540535920