

INTRODUCING MALIBU RUM+ DOLE PINEAPPLE JUICE COCKTAIL VARIETY PACK

Jan 2026

MALIBU IS A
POWERHOUSE BRAND

- **#1 Flavored Rum Brand**
- **73% Brand Awareness**

DOLE DOMINATES TROPICAL
AND LEADS IN
PINEAPPLE JUICE

- **#1 Pineapple Juice**
- **92% Brand** awareness and in **3 in 4** Households in the US

MALIBU & DOLE PINEAPPLE
JUICE ARE A PERFECT MATCH

- **#1 mixer** for Malibu Rum and a **Top 5 cocktail** flavor globally
- **39% cross purchase** for Malibu & Dole and the highest overlap for dole with any rum brand

RECRUITING THE NEXT
GENERATION OF RTD
SHOPPERS

- Both Malibu & Dole over-index with Multi-cultural Shoppers

SIZE: 8x355ML | **PRICING:** LINE PRICED EXISTING 8PK



PINEAPPLE

**PINEAPPLE-
STRAWBERRY**

**PINEAPPLE-
MANGO**

**PINEAPPLE-
PASSIONFRUIT**

**130
CAL**

**100%
REAL
RUM**

**NATURAL
FLAVORS**

**4.5%
ABV**

**4.5%
REAL
JUICE**