

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



130 CAL

100%
REAL
RUM

4.5%
ABV

4.5%
REAL
JUICE

PINEAPPLE

PINEAPPLE-
STRAWBERRY

PINEAPPLE-
MANGO

PINEAPPLE-
PASSIONFRUIT

NATURAL
FLAVORS