

ON THE ROCKS™

bartender created cocktails



BLUE HAWAIIAN

On The Rocks™ Blue Hawaiian takes you to the taste of the tropics. Ours shakes up Cruzan® Rum with flavors of sweet pineapple, coconut, and cool blue curacao. A vacation in every sip.

THE OPPORTUNITY

1 Flavor is the #1 purchase driver for RTD consumers.² Blue Hawaiian has won multiple prestigious taste awards, including gold at the 2024 IWSC, as it is a drinkable, approachable Rum cocktail.

2 49% of consumers drink rum to relax, up +6% from 2023; OTR's premium bottled cocktails are bartender-prepared quality, allowing consumers to enjoy easily.³

3 Rum was the #2 fastest-growing alcohol base in Ready-to-Serve L52wks¹; it gained +1.2pts of dollar share & increased \$s +23%.

4 Pineapple is the #2 flavor mixer for Rum category with ¼ of consumers preferring it; OTR's Blue Hawaiian pairs rum with pineapple notes for a balanced & popular cocktail taste.³

5 Blue Hawaiian is OTR's best-selling LTO ever; it was the #1 bottled cocktail innovation in 2024, earning +1.5pts of cat share; a permanent launch will drive category sales by extending availability year-round & capitalizing on consumer demand.^{1,4}

Color

Bright aquamarine blue

Aroma

Toasted coconut, tropical fruit, and rum

Taste

Rum forward with pineapple, coconut, and citrus with moderate sweetness

Finish

Coconut, rum finish



Blue Hawaiian won Gold at the 2024 San Francisco Ready-To-Drink Competition



And earned 95 points for Gold at the 2024 International Wine & Spirits Competition