

Malibu Cocktails Variety 8 Pack

Sip on Summer with the latest addition to our top performing Malibu RTD cocktail range.

Contains two cans of four flavors:

contains two cans of four havors











PRODUCT SPECIFICATIONS	
Carton Size/Weight	4.45" x 9.1" x 6.158" / 6.6lbs
Case Size/Weight	13.9" x 9.4" x 6.3" / 20.2lbs*est (3 x 8 packs/tray)
UPC	0 89540 53628 6
scc	100 89540 53608 5
NABCA	010-101984-35

CATEGORY OPPORTUNITY

- Variety Packs now represent 31% of the spirit RTD category driving 47% of the \$ growth¹
- Variety Packs represent 4 out of the Top 5 performing RTD SKUs by velocity and demonstrate high shelf productivity²

STRONG CONSUMER DEMAND

- Malibu RTDs are fastest growing rum-based RTD by volume⁴
- More than 2/3 of RTD drinkers want to buy Malibu variety pack - 70% purchase intent⁵

FAQS

What is the ABV of the four flavors? 7% ABV

Are flavors still or sparkling? Still

What is the shelf life of the pack? 12 months

What is the product made from? Malibu Rum and Natural Flavor

Sip Easy. Enjoy Malibu Responsibly.

Malibu® Caribbean Rum With Natural Flavors. 7% ALC./VOL. ©2023 PERNOD RICARD USA, NEW YORK,NY.

Sources: 1. Nielsen retail audit YTD W/E 11/26/22, 2. Nielsen Retail Audit L13W W/E 11/26/22 RTD subcategory Grocery 3. IWSR Spirits-based RTDs in U.S 2021 4. L4 and L13 in Nielsen xAOC + Liquor Plus W/E 10/29/22 vs. YAGO 5. Consumer Feedback Quant Study, October 2021. n=1,400 General Sample (n=200 General Sample/cell, n=140 P3M RTD