

MALIBU GETS MAKEOVER FOR THE FIRST TIME IN OVER 30 YEARS

Submitted by: ALTER (Previously Tea & Cake PR)

Wednesday, 3 April 2013

Iconic rum brand Malibu has been given a makeover for the first time in over 30 years. The infamous white bottle with its much loved palm tree logo has been redesigned to make it easier to hold and more comfortable to pour. The change comes 33 years after its launch in the UK in 1980, an era which was synonymous with the brand.

Produced in Barbados since 1893, the original Caribbean rum will now be available in a slender, stylish and contemporary bottle, just in time for the summer season. The bottle re-design will also include a new clear cut-out window at the bottom of the bottle highlighting the fresh, clear rum and creating added stand-out on shelf.

“We’ve refined everything – the logo, symbol and the typography – and the bottle shape itself. The new bottle is more slender with high shoulders, giving it a distinctive, modern feel that appeals to everyone” says Patrick Venning, Marketing Director at Malibu.

Die-hard fans who have had a sneak-peek at the new bottle say it’s a knockout with its more dynamic, contemporary and functional design.

To celebrate the launch of the new bottle, Malibu will be creating its own twist on the 80’s classic, Pina-Colada cocktail; available in bars throughout the UK.

~ENDS~

Spokesperson available upon request.

Malibu Coconut Rum is available from all major supermarkets (RRP 14.99GBP) and is widely available in bars nationwide.

Please visit Malibu's UK Facebook Page (<http://www.facebook.com/malibuuk>) for more information.

Malibu Coconut Rum is part of Pernod-Ricard.

Enjoy Malibu responsibly

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Notes to Editors:

About Pernod Ricard:

Pernod Ricard UK is part of the Pernod Ricard Group, co-leader of the global wines and spirits industry. Globally, Pernod Ricard now represents 91 million cases of spirits and 25 million cases of wine, and owns 19 of the world’s top 100 brands.

Pernod Ricard UK has identified the following key brands in the UK market: ABSOLUT, Campo Viejo, Chivas Regal, G.H. Mumm, Havana Club, Jacob's Creek, Jameson, Malibu, Martell, Montana, Pernod, Perrier-Jouët and The Glenlivet. Pernod Ricard UK is a member of The Portman Group promoting responsible drinking.