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MALIBU RED - Malibu with tequila is taking the drinking experience to a new world

MALIBU RED - a blend of smooth Malibu coconut rum and fiery silver tequila will take the drinking experience to a new level. Malibu Red is a higher proof entry for the Malibu family and will inspire taste buds worldwide and allow consumers, bartenders and the spirits industry at large to rethink the rum category. Malibu Red was launched in the US in March 2012, in the UK this week and the rest of the world will follow.

Malibu Red is a 35% ABV blend of smooth Caribbean coconut rum and fiery

silver tequila that will continue to expand Malibu usage year-round and into new occasions. The silver and red bottle, while still remaining loyal to its hero product, has a sophisticated, premium look. The taste is smooth, light with hints of coconut & vanilla. Malibu Red is great to mix in cocktails or just adding a wedge of lime for that perfect smooth and fiery shot.

Malibu Red is a co-operation with chart-topping R&B singer and songwriter, film and television actor, Ne-Yo. As the creative force of Malibu Red, Ne-Yo has been working closely with the brand to create an experience that weaves a narrative around the smooth taste of Malibu fused together with the fiery spark of tequila. The story of Malibu Red will unfold through exclusive music, performances, video and digital conversations.

Ne-Yo has been instrumental in how Malibu Red will be introduced to the world, and his unique imprint will be evident once the story unfolds. The Malibu Red song “Burning Up” is the first single from Ne-Yo’s new album.

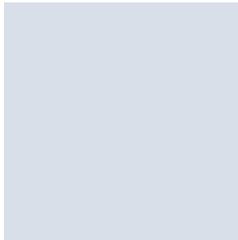
“From music to film and everything in between, Malibu and I have been working behind-the-scenes to co-create a rich experience for Malibu Red that allows me to naturally bring my story telling, acting, singing and dancing to the table,” Ne-Yo said. “Beginning with its smooth and fiery flavor fusion, through branded content, we will bring Malibu Red to life in a way that invites consumers to be creatively inspired by what is possible when you’re out with friends, ready for that night you’ll never forget.”

Malibu Red was launched in the US in March 2012 and the rest of the world will follow. Malibu Red is supported by one of the brand’s largest global marketing initiatives – featuring TV, print, online and OOH advertising, digital and exclusive multi-media content, public relations, events, on- and off-premise sampling, point-of-sale merchandise and more. Available both in the on-premise and off-premise, Malibu Red will retail at a premium to Malibu, as it is designated to take the Malibu drinking occasion into nightclubs and high energy accounts.

For further information, please contact: Elin Wibell, Sr Manager Corporate Communications, The Absolut Company, 070 190 10 41, elin.wibell@pernod-ricard.com or go to: www.malibu-rum.com

The Absolut Company has the worldwide responsibility for the production, innovation and strategic marketing of ABSOLUT VODKA, Malibu, Kahlúa, Wyborowa, Luksusowa and Fris. ABSOLUT VODKA is the world's fourth largest premium spirits brand. Every bottle of ABSOLUT VODKA is produced in Åhus in southern Sweden. MALIBU is the number one coconut-flavoured rum in the world, sold in more than 150 countries. KAHLÚA coffee liqueur is the world leader in its category. As of July 2008, The Absolut Company is a company within the Pernod Ricard group, which holds one of the most prestigious brand portfolios in the sector. The head office is located in Stockholm, Sweden.

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