

# NielsenIQ Brandbank

## Malibu Original Liqueur 700ml



**EAN**  
8410024710601

**Target market(s)**  
GB, IE

### Product Description

**Brand**

Malibu

**Features**

Made with White Rum and Coconut Flavour

**Standardised Brand**

Brand - Malibu



**RECEIVED**

Thomas Ridley QC Dept.  
4:21 pm, 17 Jul 2024

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As product information, ingredients, nutritional guides and dietary or allergy advice may change from time to time, we recommend that you always carefully read the product label prior to using or consuming any such products. You should not solely rely upon the information we provide and make your own assessment as to the suitability or otherwise of any given product.

## Marketing

### Company Name

Pernod Ricard UK Ltd.

### Company Address

Chiswick Park,  
London,  
W4 5YG,  
United Kingdom.

### Product Marketing

Malibu Original White Rum with Coconut is perfect for when the sun's setting and the good times are flowing. Thanks to its smooth, fresh taste, that sun-kissed island feeling is only a sip away.

Malibu rum has a full, rounded lightly toasted coconut aroma and a creamy coconut taste with vanilla custard notes. The body is delicate with a soft warming rum taste and a lasting silky finish.

Perfectly versatile and refreshing, Malibu Rum is perfect in cocktails like the classic Piña Colada or mixed simply with pineapple or cola.

Malibu Original Coconut Rum

Nose: Fresh, light, creamy & sweet coconut together with rum and vanilla

Body: Smooth and creamy

Palate: Well balanced between rum, coconut & vanilla

Finish: Lingered sweet rummy coconut

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## Storage & Usage

### Storage Type

#### Type

Ambient

### Preparation and Usage

The Refreshing Taste of Summer!

Malibu Pineapple

Lime wedge

2/3 Pineapple juice

1/3 Malibu original

Malibu Piña Colada

1/6 coconut cream

2/6 Malibu original

3/6 pineapple juice

Pour everything into a shaker with ice!

Shake, pour and enjoy!

### Lower Age Limit

Statutory - Years

18

## Brandbank Captured Pack Data

### Pack Size

700ml

### Numeric Size

Numeric Size - 700

### Country

Country of Origin - Spain

### Pack Type

Type - Can

### Alcohol Type

Type - Liqueur

### Provenance Statement

Produced in Spain

### Recycling Other Text

Place with clear glass

## Customer Services

### Manufacturers Address

Pernod Ricard UK Ltd.,  
Chiswick Park,  
London,  
W4 5YG,  
United Kingdom.

### Return To

Pernod Ricard UK Ltd.,  
Chiswick Park,  
London,  
W4 5YG,  
United Kingdom.  
malibudrinks.com

### Web Address

malibudrinks.com

## Alcohol

### General Alcohol Data

Alcohol by Volume - 18

Serving Suggestion - Simply pour over ice, add pineapple juice or cola, and garnish with lime - or use in any of your favourite rum cocktails, like the classic Piña Colada.

Units - 12.6

### Alcohol Units Other Text

12.6 UK units per bottle

Enjoy Malibu® responsibly

The UK Chief Medical Officers recommend adults do not regularly drink more than 14 units per week

bedrinkaware.co.uk

Energy 23.3 x 30ml

30ml = 215kJ/51kcal

100ml = 718kJ/171kcal

www.wise-drinking.com

## Extended Data

### Safety Statements

- Do not drive
- Pregnancy Warning

### Description Breakdown

Functional Name - Liqueur  
Variant - Original

