

NielsenIQ Brandbank

Malibu Original Liqueur 6 x 1.5 Litre (15kg)

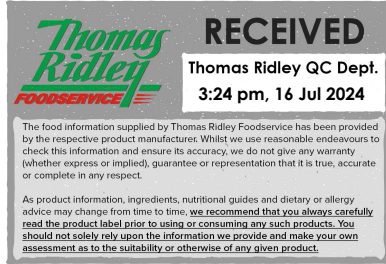


EAN

8410024710489

Target market(s)

GB, IE



Product Description

Brand

Malibu

Features

Made with White Rum and Coconut Flavour
The Refreshing Taste of Summer!

Standardised Brand

Brand - Malibu

Marketing

Company Name

Pernod Ricard España S.A.

Company Address

Ctra. De Manzanares a Arenas De San Juan,
Km 20 13660 Las Labores,
Ciudad Real,
Spain.

Third Party Logos

- Mobius Loop

Product Marketing

Versatile and refreshing, Malibu Rum is perfect in cocktails like the classic Piña Colada or mixed simply with pineapple/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: Lingering sweet rummy coconut

Brand Marketing

Some say, you can hear the ocean in a seashell. We say, you can feel summer in every bottle of Malibu. Malibu White rum with coconut flavour 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.

Storage & Usage

Storage Type

Type

Ambient

Brandbank Captured Pack Data

Pack Size

1.5litre

Numeric Size

Numeric Size - 1.5

Country

Country of Origin - Spain

Pack Type

Type - Can

Alcohol Type

Type - Liqueur

Provenance Statement

Produced in Spain

Recycling Other Text

Recyclable Packaging
Corrugated Recycles

Units

Number of Units

Number of Units - 6

Customer Services

Manufacturers Address

Pernod Ricard España S.A.,
Ctra. De Manzanares a Arenas De San Juan,
Km 20 13660 Las Labores,
Ciudad Real,
Spain.

Return To

Pernod Ricard España S.A.,
Ctra. De Manzanares a Arenas De San Juan,
Km 20 13660 Las Labores,
Ciudad Real,
Spain.

Alcohol

General Alcohol Data

Alcohol By Volume - 18

Alcohol Units Other Text

Sip Easy Enjoy Malibu® Responsibly

Extended Data

Safety Warning

CAUTION
10-16kg MAINTAIN NATURAL CURVES OF BACK - BEND KNEES TO LIFT

Description Breakdown

Functional Name - Liqueur
Variant - Original

