

Malibu introduces ready-to-serve cocktails

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Malibu introduces its new Ready-to-Serve (RTS) Cocktails - a line of refreshingly delicious cocktails made with Malibu. The new Malibu RTS is expanding on Malibu's portfolio of canned cocktails to take convenience to the next level with a portable, shareable way to enjoy summer vibes no matter the season. With flavours Strawberry Daiquiri, Pineapple Bay Breeze and Rum Punch coming soon, consumers can unlock happy hour in no time.

Malibu's RTS is an early adopter of the Tetra Pack format making it easier than ever to enjoy favourite cocktails on the go, toss in a cooler or store in the fridge for any time sipping. The Cocktails come in a 1L bottle that contains about seven servings to share with friends. "We've seen the ready-to-serve category grow more than 70 per cent in the past year, including a rise in rum drinks, which is a great opportunity for Malibu to deliver on what our consumers are looking for - easy and delicious cocktails," said Matt Foley, Vice President of Marketing, Malibu.