

PRESS RELEASE
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Malibu® Takes Tropical Flavor to the Next Level with the Launch of Malibu Pink and Malibu Dole Ready-to-Drink

New innovations are now on-shelves nationwide, delivering warm vacation vibes anytime, anywhere.



Today, Malibu announces the release of **Malibu Pink**, a bold and bright new flavor innovation that proves summer energy can be served up 365 days a year. Bursting with the fruity flavor of guava, pineapple, and coconut and a playful pink color, this new release is bringing a fresh twist to the rum aisle.

This new expression features guava at its heart, complemented by pineapple and Malibu's signature coconut for a tropical taste. As exotic flavors like guava transition from specialty to mainstream, Malibu Pink delivers an on-trend spirit. Whether mixed with lemonade or enjoyed as a shot, Malibu Pink offers a sun-soaked experience in every sip. Later this spring, Malibu will release a new pink-drenched campaign alongside activations and partnerships to put a playful twist on Malibu's Do Whatever Tastes Good ethos.

"Malibu has always been the go-to drink for those seeking a tropical and exotic experience. With the launch of Malibu Pink, we're pairing familiar favorites like coconut and pineapple with new guava-led notes as the next evolution in tropical flavor transporting summer-seekers on a new adventure," said Saragh Killeen, US Brand Director, Malibu.

Malibu Pink joins Malibu's portfolio of vibes-inducing drinks including Malibu & Dole Ready-to-Drink Cocktails. This juicy collaboration hit shelves January 2026, putting the summer mindset year-round in a new convenient format. The Malibu & Dole Ready-to-Drink cocktails are inspired by the #1 way people enjoy Malibu² and bring together the coconut essence of Malibu with real rum, real pineapple juice from Dole, crisp sparkling water and other natural flavors for a tropical and refreshing taste. This new variety 8-pack includes 4 juicy flavors: Pineapple, Pineapple Mango, Pineapple Strawberry and Pineapple Dragon Fruit. This new range has only 130 calories per 12oz can and is free from artificial sweeteners or colors. Sunshine lovers can enter now to win a chance to win a trip to O'ahu, Hawaii, home of Dole — visit <https://www.malibudrinks.com/en-us/dolehawaii/> for full rules and regulations. Later this spring, Malibu & Dole Ready-to-Drink cocktails are hitting the festival circuit kicking off with Stagecoach, **California's Country Music Festival**, in Indio, CA April 24-26.

Pack your cooler with Malibu Pink and Malibu & Dole Ready-to-Drink Cocktails for vacation, festival season or whenever you need a taste of summer. To learn more, visit [MalibuDrinks.com](https://www.malibudrinks.com) and follow @MalibuDrinksUS.

SIP EASY. ENJOY MALIBU RESPONSIBLY.

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About Malibu

With its iconic white bottle and palm tree logo, Malibu is the number one white rum-based coconut spirit in the world with more than 4 million cases sold in more than 140 countries each year. Made with white rum, the original coconut-flavored liqueur is a staple in famous cocktails such as piña coladas and daiquiris. Its portfolio brings the refreshing taste of summer, inspiring a mindset of spontaneity and fun where the sun shines all year round – wherever you are in the world, Malibu

invites you to do whatever tastes good. Discovered in the late 1970s, Malibu has been part of the Pernod Ricard Group since 2005 and today, the original Malibu flavor is more popular than ever. In recent years, Malibu has continued to embody the spirit of summer by introducing a range of flavored liquors, together with a selection of ready-to-drink cocktails, of which more than one million cases are sold each year.

About Pernod Ricard USA

Pernod Ricard USA is the premium spirits and wine company in the U.S., and the largest subsidiary of Paris, France-based Pernod Ricard SA., the world's second largest spirits and wine company. Pernod Ricard employs approximately 19,000 people worldwide, is listed on Euronext (Ticker: RI) and is part of the CAC 40 index. The company's leading spirits include such prestigious brands as Absolut Vodka, Avi3n Tequila, Chivas Regal Scotch Whisky, The Glenlivet Single Malt Scotch Whisky, Jameson Irish Whiskey, Kahlúa Liqueur, Malibu, Martell Cognac, Olmeca Altos Tequila, Beefeater Gin, Del Maguey Single Village Mezcal, C3digo 1530, Monkey 47 Gin, Seagram's Extra Dry Gin, Malfy Gin, Hiram Walker Liqueurs, Midleton Irish Whiskey, Redbreast Irish Whiskey, Aberlour Single Malt Scotch Whisky, Lillet, Jefferson's Bourbon, TX Whiskey, Skrewball Whiskey, Smooth Ambler Whiskey, Rabbit Hole Whiskey, Pernod and Ricard; such superior wines as Jacob's Creek, Kenwood Vineyards, Campo Viejo, Brancott Estate and Sainte Marguerite en Provence ros3.; and such exquisite champagnes and sparkling wines Perrier-Jou3t Champagne, G.H. Mumm Champagne, Mumm Napa. Pernod Ricard USA is headquartered in New York, New York, and has more than 1,000 employees across the country. As creators of conviviality, we are committed to sustainable and responsible business practices in service of our customers, consumers, employees and the planet. Pernod Ricard USA urges all adults to consume its products responsibly and has an active program to promote responsible drinking. For more information, visit: www.pernod-ricard-usa.com.

About Dole Food Company

Dole Food Company, Inc., is one of the world's largest producers and marketers of high-quality produce. Dole is an industry leader in many of the products it sells, as well as in nutrition education. For more information, please visit www.dole.com.

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