



ORIGINAL



Coconut Flavored
**Rum and
Beyond**



By Mike Gerrard

Malibu has been making flavored rum since before the term was invented. Originally created on the Dutch Caribbean island of Curaçao - and the Dutch know a bit about distilling - it began life as a fruit drink that was flavored with rum, and not the other way around.

Today from its home on Barbados, Malibu remains one of the most recognized brands in the world, thanks to its iconic white bottle that can be spotted 50 yards away across a dimly-lit bar. But you don't stay ahead of the game by relying on past history, and like many of the best-known spirits brands Malibu has to balance tradition with innovation.

Take their Malibu Red, a drink that combined Malibu's coconut rum with a kick of tequila, or their Malibu Rum Sparklers. These combined Malibu with coconut water and carbonated them to create a cocktail in a champagne glass. In the case of the Peach Sparkler, it produced a drink that was a cross between a rum cocktail and a Bellini.

"Malibu is not afraid to push the envelope and provoke the rum category," says the company's Senior Brand Manager, Mara Washington. "Malibu has launched a number of items over the years. One of the more recently successful launches has been the introduction of Malibu Cans...available in single-serve 200ml cans in four different flavors: Cranberry, Pineapple, Fizzy Pink Lemonade and the newly-introduced Malibu Island Spiced & Club Soda. In less than two years, the cans have surpassed expectations and are one of the most requested Malibu items via our social channels."

The peach flavor that proved popular as a Malibu Rum Sparkler makes a return in a new Malibu Peaches 'n' Cream bottled option. "There's a built-in demand for spirits with confectionery flavors," says Washington. "Consumers are seeking a sense of nostalgia. Peaches 'n' Cream allows consumers to take a walk down memory lane while having their treat and drinking it, too!"

As varied as the flavors, is the range of music artists Malibu has partnered with over the years. "Friends of the brand in previous years," says Senior Brand Manager Josh Hayes, "have included Ciara and Taio Cruz, Ne-Yo, Lauren Conrad, Maroon 5 and OneRepublic. But for the summer ahead, our plans will focus less on the bands, and more on the fans! By putting fans first during our summer 2015 music activations, Malibu will bring them incredibly immersive experiences that will heighten their enjoyment of their favorite artists before, during and after seeing them perform live."

Malibu's familiarity, though, is a double-edged sword. It's easy to overlook the familiar, when people are forever searching for new brands, new experiences. Mara Washington wants to remind bartenders that, "As a coconut-flavored rum, Malibu is known for its mixability and is great for making delicious cocktails."

As for what's on the horizon for Malibu, Washington is upbeat but coy: "Malibu will continue to push the boundaries," she promises, "and offer new and exciting products. The future is bright!"

DRINK INNOVATION

Photos courtesy of Malibu Rum

Cape Peach Cooler

INGREDIENTS

1 Part Malibu Peaches N' Cream
1 ½ Part Cranberry Juice
½ Part Soda
Lime Wedge

PREPARATION

Build over ice in a Highball glass.
Garnish with a lime wedge.



Fuzzy Sunset

INGREDIENTS

1 Part Malibu Peaches N' Cream
¼ Part Lemon or Lime Juice
¼ Part Simple Syrup
4 Raspberries

PREPARATION

Pour all ingredients in a shaker, shake with ice until cold and strain into a shot glass, garnish with raspberries.



Poolside

INGREDIENTS

3 Parts Malibu Sparkling Peach
1 Part Orange Juice
¼ oz. Simple Syrup

PREPARATION

Build in a chilled champagne flute. Garnish with an orange zest.

