

PRESS RELEASE  
July 11, 2024

# Malibu and Oatly join forces for a piña colada-flavoured dairy-free ice cream that redefines the taste of summer

The collaboration sees the launch of the Piña Oatlada – an alcoholic, piña colada-flavoured soft serve to tap into growing demand for mindful experiences that help consumers unplug.

The number one white rum-based coconut spirit, Malibu and **Malibu Oatly piña colada** Oatly, the world's original and largest oat drink company, have today announced a partnership with the launch of the '**Piña Oatlada**' – a dairy-free piña colada-flavoured soft-serve, with a touch of alcohol.

The collaboration comes against the backdrop of drinking-age consumers struggling to navigate the pressures of adulthood. Malibu and Oatly conducted a survey in the UK that revealed more than half of respondents (53%) expressed wanting more time to escape adult responsibilities, citing paying bills, meal planning, the political landscape and British weather as factors that add pressure to their lives. Similarly, in Germany it was found that eight in ten German adults consider their lives to be stressful, and a third suffer from constant stress.

With the launch of the Piña Oatlada, the brands set to redefine the taste of summer and help consumers unplug. When it comes to fun 'unplugged' moments, the collaboration strikes a particular chord with Gen Z-ers who are searching for lower alcohol alternatives. They are also driving the demand for plant-based alternatives and are up for experimenting with new flavours. At just 1.5% ABV and made with oats, the creamy dairy-free and vegan friendly Piña Oatlada fits the bill.

To launch the collaboration, Malibu and Oatly are opening Paradise Arches, an exclusive clubhouse in London's Shoreditch district. From Friday 12<sup>th</sup> July to Friday 2<sup>nd</sup> August, guests will have the chance to enjoy Malibu x Oatly-inspired cocktails, light bites and a complimentary Piña Oatlada served in an artisanal, one-of-a-kind cocktail glass-shaped waffle cone created exclusively for this collaboration. The never-before-seen style of cone will be available at Paradise Arches while stocks last. Paradise Arches will also play host to an array of ticketed events including DJ sets, drag bingo, brunch parties, fitness classes and cabaret shows.

Paradise Arches is the first in a series of activations across Europe to celebrate the brand collaboration. The Piña Oatlada soft serve will also be available for consumers of legal drinking age in select bars across the UK, before travelling to festivals such as All Points East in London, Superbloom in Germany and the VIP bar at Way Out West in Sweden.

**Craig van Niekerk, VP of Marketing at Malibu**, said: "We're so excited to be launching the new Piña Oatlada soft serve. As a brand, Malibu has always been about bringing out the spirit of summer and enabling good times – something our research has shown we're all in serious need of right now! Our delicious new Piña Oatlada combines two great-tasting brands to create the ultimate taste of the season, it's the perfect way to unplug and enjoy the summer."

**Martin Ringqvist, Executive Creative Director for Oatly**, said: "If you think adulting is hard, try getting a soft serve campaign approved by two sets of lawyers. We're always searching for new and unexpected ways for people to experience our brand and Malibu is a perfect partner to launch our glorious oats into the nightlife scene. Just be sure to lick responsibly."

Paradise Arches in Shoreditch opens every Wednesday to Sunday from 12<sup>th</sup> July - 2<sup>nd</sup> August, at 83 Rivington Street, EC2A 3AY.

For more information and a full breakdown of the range of ticketed acts and events on offer visit <https://www.malibudrinks.com/en/malibu-x-oatly/>

<sup>1</sup> [Gallup](#)

<sup>2</sup> [NC Solutions](#)

<sup>3</sup> [Food for Thought Report](#)

<sup>4</sup> [State of Snacking Report](#)

## About Oatly

We are the world's original and largest oat drink company. For over 25 years, we have exclusively focused on developing expertise around oats: a global power crop with inherent properties suited for sustainability and human health. Our commitment to oats has resulted in core technical advancements that enabled us to unlock the breadth of the dairy portfolio, including alternatives to milk, ice cream, yoghurt, cooking creams and spreads. Headquartered in Malmö, Sweden, the Oatly brand is available in more than 20 countries globally.

## 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 150 countries each year. Made with white rum, the original coconut-flavoured 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.

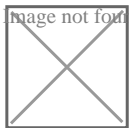
Discovered in the late 1970s, Malibu has been part of the Pernod Ricard Group since 2005 and today, the original Malibu flavour is more popular than ever. In recent years, Malibu has continued to embody the spirit of summer by introducing a range of flavoured liqueurs, together with a selection of ready-to-drink cocktails, of which more than one million cases are sold each year. For more information on Malibu click [here](#).

## About Pernod Ricard

Pernod Ricard is a worldwide leader in the spirits and wine industry, blending traditional craftsmanship, state-of-the-art brand development, and global distribution technologies. Our prestigious portfolio of premium to luxury brands includes Absolut vodka, Ricard pastis, Ballantine's, Chivas Regal, Royal Salute, and The Glenlivet Scotch whiskies, Jameson Irish whiskey, Martell cognac, Havana Club rum, Beefeater gin, Malibu liqueur and Mumm and Perrier-Jouët champagnes.

Our mission is to ensure the long-term growth of our brands with full respect for people and the environment while empowering our employees around the world to be ambassadors of our purposeful, inclusive and responsible culture of authentic conviviality. Pernod Ricard's consolidated sales amounted to € 12,137 million in fiscal year FY23. Pernod Ricard is listed on Euronext (Ticker: RI; ISIN Code: FR0000120693) and is part of the CAC 40 and Eurostoxx 50 indices.

## Contact



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