

THE MESSAGE

Ne-Yo & Malibu Red

Malibu Red was introduced in Las Vegas in March. A high-energy, 70 proof spirit, Malibu Red is a blend of Malibu Rum and silver tequila. Partnering with Pernod Ricard, American pop and R&B singer-songwriter, record producer, dancer and actor Ne-Yo is not just the face of Malibu Red; he also holds the title of Chief Creative Officer for the brand. Ne-Yo has been involved since the beginning and has been hands-on in the design of the bottle, the final blend and now promotion.

With trendy crowds always looking for the next club or drink, Vegas was the perfect spot for Malibu Red's launch. Consumed straight or with lemon-lime juice, Malibu Red is the ideal fit for the nightclub scene and will satisfy all club-goers—whether rum fans or tequila lovers. —Allison Levine



PHOTO: ALLISON LEVINE

Ne-Yo and the team from Pernod Ricard USA (left to right): Michael Cate (District Manager); Shawn Higgins (GM–West US); Marc Lunn (Director–National Accounts Marketing); Alison Moughty (Marketing Manager); Anthony Alaimo (State Manager); and Anna Battiloro (Senior Brand Manager).

PHOTO: ALLISON LEVINE



A Malibu Red display at Lee's Liquor in Henderson, Nevada.



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Ne-Yo made a visit to Lee's Liquor stores in the Las Vegas area. Pictured with Ne-Yo are Kenny Lee, Hae Un Lee and his wife Nomi.

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