

Internet of things delivers drinks to the dancefloor

MALIBU TO ABOLISH BAR QUEUES BY BRINGING THE 'INTERNET OF THINGS' TO CLUBS & FESTIVALS

Order your next drink without leaving the dancefloor

STOCKHOLM, SWEDEN, October 12, 2016 /EINPresswire.com/ -- Pioneering drinks brand Malibu is aiming to consign bar queues to the history books, with the launch of a ground breaking cup that will bring club and festival goers' drinks directly to them.

Featuring state-of-the-art 'internet of things' technology, the new 'Coco-nect' cups send signals to bar staff every time a fresh drink is required. All customers have to do to place their order is twist the base of the special coconut-shaped vessel – ideal for Malibu-based cocktails – and then carry on talking, drinking or dancing while their drink is prepared and [delivered straight to them](#).

Making clever use of existing WiFi and RFID technology, the Malibu Coco-nect cup is a

drinks industry first, and is set to bring the 'internet of things' – a phrase used to describe everyday objects that have network connectivity – to clubs, bars and festivals in time for summer 2017.

Twisting the cup's base sends an order to the bar at the same time as pinpointing the user's location.

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Our research shows that FOMO – or the 'fear of missing out' – can be a real frustration for young people who don't want to miss out on the fun of the party.

Deborah Nunez

Once the order has been accepted a light on the bottom of the vessel changes colour to let the partygoer know that their drink will soon be delivered to them, while a special app then helps bar staff find the customer. Once near, the vessel light starts flashing to identify the right recipient. The cup was developed in just 12 weeks by the Malibu brand team at The Absolut Company, working with innovative, internet-of-things agency SharpEnd.

“Traipsing to a crowded bar to face a lengthy queue for drinks can put a real dampener on many social get together, while

our research shows that FOMO – or the 'fear of missing out' – can be a real frustration for young



Malibu's popular Coconut Cup has had technology added to its base to become Coco-nect

people who don't want to miss out on the fun of the party," explains Malibu's joint Global Marketing Brand Manager, Deborah Nunez.

Added Hedda Helgesen, also Global Marketing Brand Manager: "Our new Coco-nect cups will mean they may never need to miss a single moment of fun again. We have successfully trialled 10 prototype cups this summer, and will be looking to roll them out commercially in time for next year's summer festival season. We expect them to be a real hit."

A video showing the Coco-nect cup in action is available here;
<https://www.youtube.com/watch?v=AsaOiVd25Bs>.

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Notes for editors

About The Absolut Company

The Absolut Company has the worldwide responsibility for the production, innovation and strategic marketing of Absolut Vodka, Malibu, Kahlúa and Our/Vodka. Absolut Vodka is the world's fifth largest spirits brand. Every bottle of Absolut Vodka comes from one source, Åhus in southern Sweden. Malibu is the number one rum-based coconut spirit in the world, sold in more than 150 countries. Kahlúa coffee liqueur is the world leader in its category. The head office is located in Stockholm, Sweden. Chairman and CEO is Anna Malmhake. The Absolut Company is a part of Pernod Ricard, which holds one of the most prestigious brand portfolios in the sector.

www.theabsolutcompany.com

About Pernod Ricard

Pernod Ricard is the world's n°2 in wines and spirits with consolidated Sales of € 8,682 million in FY16. Created in 1975 by the merger of Ricard and Pernod, the Group has undergone sustained development, based on both organic growth and acquisitions: Seagram (2001), Allied Domecq (2005) and Vin&Sprit (2008). Pernod Ricard holds one of the most prestigious brand portfolios in the sector: 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, Kahlúa and Malibu liqueurs, Mumm and Perrier- Jouët champagnes, as well Jacob's Creek, Brancott Estate, Campo Viejo, Graffigna and Kenwood wines. Pernod Ricard employs a workforce of approximately 18,000 people and operates through a decentralised organisation, with 6 "Brand Companies" and 85 "Market Companies" established in each key market. Pernod Ricard is strongly committed to a sustainable development policy and encourages responsible consumption. Pernod Ricard's strategy and ambition are based on 3 key values that guide its expansion: entrepreneurial spirit, mutual trust and a strong sense of ethics. Pernod Ricard is listed on Euronext (Ticker: RI; ISIN code: FR0000120693) and is part of the CAC 40 index.

www.pernod-ricard.com

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