

September 21, 2009

FOR IMMEDIATE RELEASE

## The Forecast is Sunny and Warm – A Great Day for the Beach!

**Saturday, September 26 is a great day for that island party feeling with a taste of Malibu Rum.**

East Hampton, NY – Hamptons Wines & Liquors continues its Autumn Tasting Series with Malibu Rum on Saturday, September 26 from 4:00P to 7:00P. The weather forecast is sunny and warm, another great beach day and perfect for a tropical drink made from Malibu Rum. We'll have tastings of Coconut – the original Malibu Rum, Island Melon – the newest flavor introduced this past Spring 2009, and Passion Fruit – named from “the fruits ability to ignite the passionate Caribbean mindset”.

*Malibu Coconut.* Made in the spirit of traditional Caribbean flavored rums, Malibu is the original coconut rum. Crafted at a beachside distillery in Barbados, Malibu is the world's favorite.

*Malibu Passion Fruit.* A sweet to tart taste with a rich, fruity aroma that reminds you of the vibrant and spontaneous life on the islands.

*Malibu Island Melon.* The newest flavor to join the Malibu family and capture the brand's vibrant outlook and island spirit. Island Melon is a truly unique flavor proposition that appeals to both men and women and is a natural extension for the brand that truly melds the essence of Malibu. It is made up of natural fresh melon with a hint of creamy coconut and rum.

### **About Malibu**

Malibu is the original Caribbean rum with natural coconut flavor and the world's favorite, selling 3.7 million cases each year in more than 150 countries. With its beginnings on the island of Barbados, Malibu is perfect for creating cool and refreshing cocktails to help you "Get Your Island On." The delicious and distinct flavor of Malibu has been honored at several major international spirits competitions, including silver at the 2007 San Francisco World Spirits Competition. Malibu is operated and marketed globally by The Absolut Company, a unit of Pernod Ricard.

### **About Hamptons Wines & Liquors**

Hamptons Wines & Liquors ([www.hamptonswines.com](http://www.hamptonswines.com)) is a new liquor store in East Hampton, located between Goldberg's Bagel and Peconic Beverage. Its interior design is a modern minimalist style that allows for easy browsing of its impressive collection of wines from around the world.

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