

# Tito's Handmade Vodka expands domestic and travel retail presence in Asia Pacific



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[Tito's Handmade Vodka](#) has strengthened its distribution in Asia Pacific with the appointment of new domestic distributors in Thailand and Indonesia, and high-visibility new duty free listings at airports in Australia, New Zealand, Japan, Malaysia, Thailand, Vietnam, and Spain.

According to the company, in domestic Thailand Tito's will be represented by Alchemy Wines and Spirits (Thailand) Co. LTD., a division of Alchemy Asia Trading PTE., LTD.

"It's a pleasure for Alchemy Spirits to be part of Tito's Handmade Vodka's journey throughout South East Asia. Our companies share the same values and standards, and Tito's is truly a perfect fit for our portfolio of authentic spirits," says Arno Schonfelder, General Manager at Alchemy Wines and Spirits Thailand.

Also in the domestic market in Asia, Tito's has appointed Jakarta-based PT Pancaniaga Indoperkasa in Indonesia. Founded in 2002, the company works with a network of local distributors across the country's major markets and islands representing spirits brands such as Courvoisier, Brugal, Herradura, Woodford Reserve, Hibiki, and The Macallan, as well as several top wine and beer brands.

"Bartenders and consumers in Indonesia appreciate high-quality, premium spirits, especially vodka,

and we're very excited to introduce America's Original Craft Vodka to more people across the country," says Agus Budiono, Marketing Director at PT Pancaniaga Indoperkasa. "Not only is Tito's a great tasting vodka, the company's support of nonprofit charities and organizations around the world is inspiring and impactful, and we're looking forward to playing our part here in Indonesia."

In travel retail in the region, Tito's Handmade Vodka has recently secured new listings in Cairns and Adelaide airports in Australia, and Auckland Airport and Queenstown Airport in New Zealand, through Lagardere Travel Retail Pacific; Tokyo and Osaka airports through Japan Airport Terminal Co. Ltd; Kuala Lumpur Airport with Eraman Duty Free; Bangkok Airport through King Power; and Ho Chi Minh City, Hanoi, and Saigon with DFS.

"As travel continues to rebound in Asia Pacific, consumers will now increasingly be able to find their favorite vodka in important business and tourist destinations in the region," says John McDonnell, Managing Director, International, at Tito's Handmade Vodka. "And for people who live in Thailand and Indonesia who appreciate high-quality, smooth spirits, we're thrilled to work with Alchemy Wines and Spirits and PT Pancaniaga Indoperkasa to expand Tito's into more bars, restaurants, and retail stores throughout those two vibrant countries."