

Treasury Wine Estates launches new Squealing Pig Rosé Gin



In collaboration with Lotte Duty Free Group, its first-in-Asia partnership, Treasury Wine Estates (TWE) released its new product exclusively in Singapore via Changi Airport's online tax-free store, iShopChangi

Treasury Wine Estates (TWE), in partnership with Lotte Duty Free, launched its innovative new Squealing Pig Rosé Gin earlier this month in 1-liter format via Changi Airport's online tax-free store, iShopChangi.com, which can be accessed by both travelers and non-travelers based in Singapore. The "little pig went to market" will be featured on the airport's campaign livestream, iShopathon LIVE. Following its successful launch in Australia, this first-in-Asia partnership is key to bringing excitement into the wine and spirits category in Asia and generating shopper appeal among both wine and gin consumers.

Squealing Pig Rosé Gin is infused with ten botanicals and a dash of Squealing Pig's award-winning Pinot Noir Rosé wine, creating a perfectly balanced and refreshing gin. This new rosé gin pairs well with soda water, grapefruit and mint, which complements its light, delicate flavors.

"Squealing Pig is a fun and irreverent brand that we know will resonate strongly in the Singapore market. Today, consumers are more willing than ever to try new products, and this unique proposition combines Australia's most popular rosé wine with quality gin – two key categories showing solid growth in the travel retail channel and providing new opportunities to reach consumers and unlock category growth. In partnership with Lotte Duty Free, we are excited to have Squealing Pig Rosé Gin launch first-in-Asia exclusively at Changi Airport," says Simon Carter, General Manager, GTR, Treasury Wine Estates.

Leveraging the quirky wine brand's proposition and its standing as Australia's #1 Rosé, together with

the strong growth rate of rosé (19%) and gin (26%) , this new product particularly targets millennials, who are constantly seeking new and exciting products to enjoy and share. According to new ClickInsights research, across Southeast Asia (SEA), millennial consumers are more likely to shop online every week (34%) than GenZ consumers (16%).

To create an impactful presence on iShopChangi, this rosé gin will be featured on the e-store's livestream, iShopathon LIVE, "Wines & Spirits" episode on September 24, 2020, 10pm. Shoppers tuning in stand to receive exclusive promotion codes for up to 50% off sitewide and win over S\$1,000 in prizes including bottles of Squealing Pig. Additionally, a brand-new cocktail "Kevin Bacon" has also been created for this first-in-Asia launch in Singapore. The recipe will be revealed on the livestream.

"[We are thrilled to have yet another first-in-Asia collaboration launch on iShopChangi, with our partners Lotte Duty Free and Treasure Wine Estates. The addition of Squealing Pig strengthens our range of offerings and provides our shoppers with more choice of interesting spirits.

We believe that Squealing Pig will do very well in our domestic market especially now that non-travelers are also able to access tax and duty-absorbed wines and spirits through our e-store. Our iShopathon LIVE session will be an entertaining way to introduce this brand,]" adds Nicole Foo, General Manager, Online Retail, Changi Airport Group.

From humble beginnings, Squealing Pig has transformed from crafting a single 2010 Marlborough Sauvignon Blanc wine to offering a selection of popular varietals including Australia's #1 Rosé. In 2015, Squealing Pig made its first Pinot Noir Rosé, which spearheaded the success of the brand.

The new Squealing Pig Rosé Gin is currently exclusively sold via Changi Airport until October 31, 2020. Shoppers can purchase the Rosé Gin at SGD70 via iShopChangi and in the Lotte Duty Free stores at Terminal 1 and 3 Departure Centres. The gin was most recently voted by shoppers as a finalist for Best Spirit at The Travel Retail Awards 2020. Winners will be announced next week.