

Tiger Beer roars for Heineken in Asia Pacific duty free

By **Mary Jane Pittilla** on June, 12 2018 | Spirits & Tobacco



Tiger Beer has a long-term collaboration with WWF in tiger conservation and a focus on sustainability



KoosVrijlandt, Global Duty Free Sales Manager, Heineken, is building on Tiger Beer's reputation as a beer to enjoy with food and friends

Heineken Global Duty Free showcased its expanded portfolio at the TFWA Asia Pacific show in Singapore, led by the country's own Tiger Beer.

The growth of Tiger Beer has accelerated dramatically since Heineken acquired it in 2012.

This strategic regional brand has benefited from access to the beer giant's multi-national distribution channels, including global duty free, where Tiger Beer will also be available this year through Blade, the premium draught machine developed by Heineken especially for cruise ships.

During the TFWA Asia Pacific show, KoosVrijlandt, Global Duty Free Sales Manager, Heineken, explained that the strategy for Tiger Beer was to build on its reputation as a beer to enjoy with food and friends, as demonstrated by its fan-base in Singapore.

"In global duty free we are leveraging its power as an Asian superstar brand to ensure its success on the global stage," he said.

Vrijlandt also noted Tiger Beer's long-term collaboration with WWF in tiger conservation and its focus on sustainability, as it is made with 100% solar energy at its home brewery in Singapore.

"Beer drinkers around the world are increasingly curious to discover something new and, when that discovery reveals brand like Tiger Beer with strong beliefs and a great personality, plus over 80 years of hero-worship in its home market, they have the confidence to know it's going to be something special," he added.

Vrijlandt cited a 2017 IWSR report noting that in several markets in Asia Pacific beer consumption was growing faster than spirits and wine.

"We are confident that our portfolio [which also includes Red Stripe, Newcastle Brown Ale, Lagunitas IPA, and Strongbow cider - Ed] is suited to many types of drinking occasions," he said. "We're very excited at the many opportunities in Asia Pacific duty free markets, especially the surge in cruise and the opportunity inflight for new choices like Heineken 0.0%, our new alcohol-free beer developed by our Master Brewers.

"We recently commissioned global research into inflight consumption and, in Asia Pacific especially, beer and cider are the alcoholic drinks of choice ahead of wine and spirits, with 65% passengers in the region saying they would give preference to a more premium beer or cider onboard in comparison to their at-home consumption."