

A new spin on gin: Treasury Wine Estates introduces Squealing Pig Rosé Gin

By **Jas Ryat** on March, 19 2020 | Spirits & Tobacco



Treasury Wine Estates brought an uplift to travel retail this January, with its new Squealing Pig Rosé Gin in 1L format in Sydney Airport in partnership with Heineken Asia Pacific. This cross-



category Rosé Gin has managed to reign in both wine and gin consumers alike.

Squealing Pig Rosé Gin adds a new spin on the wine and spirits category making it more accessible to travelers. The pink gondolas and impulse podiums have created impactful instore presence attracting travelers and driving growth.

Leveraging the quirky wine brand's increasing popularity and its standing as Australia's #1 Rosé,

together with the strong growth rate of Rosé at 19%² and gin at 26%³, this new product targets travelers, particularly millennials, who are constantly seeking new innovation. The Rosé Gin is infused with ten botanicals and a dash of Squealing Pig's award-winning Rosé, creating a perfectly balanced and refreshing gin. Alongside tonic, this new Rosé Gin pairs well with soda water, grapefruit and mint, this complements its light, delicate flavours.

"As a fun and quirky brand, Squealing Pig is the perfect opportunity for Treasury Wine Estates to introduce cross-category products and promote cross-category sales. 80% of gin buyers also purchase wine and are more likely than the average shopper to choose Rosé, Pinot Noir and Champagne. We have a unique proposition that combines two categories, both of which are showing solid growth for our travel retail business," said Simon Carter, General Manager, Global Travel Retail, Treasury Wine Estates.

The 10 botanicals included in the gin include juniper berries, citrus peels, lavender blossoms, coriander seeds, angelica seeds, rosemary, cardamom, fennel, peppermint and laurel leaf.

Squealing Pig has gone from making a single 2010 Marlborough Sauvignon Blanc wine, to crafting a selection of popular varietals including Australia's #1 Rosé. In 2015 Squealing Pig made it's first Pinot Noir Rosé, which has spearheaded the success of the Squealing Pig brand ever since. The 2015 vintage won trophies at the 2016 International Wine Challenge and 2016 Sydney International Wine Competition. In 2017 it was voted Best Rosé Wine of the World in the Best Wine of the World Competition.