



Guinness 0.0 Lands in Singapore, Plus a New Tobyato Jersey

Description

It is shaping up to be a big season for Guinness fans in Singapore. As the Official Beer of the Premier League, Guinness is kicking off the new football season with two launches at once: the arrival of Guinness 0.0 and a brand-new collaboration with local artist Tobyato designed for every kind of fan.



Guinness 0.0 makes its Southeast Asia debut in Singapore. Photo: Guinness

Guinness 0.0 makes its Southeast Asia debut

First up, Guinness 0.0 is arriving in Singapore, making the Republic the first Southeast Asian market to introduce the globally successful alcohol-free stout. It delivers the same beautifully smooth taste, unmistakable flavour and distinctive ruby-red colour that Guinness is known for, giving drinkers a new way to enjoy a pint across even more occasions, whether that is a weeknight match, a work lunch or a designated-driver evening out.

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The signature smooth taste and ruby-red colour, now alcohol-free. Photo: Guinness

The alcohol-free stout will roll out islandwide from October onwards, so expect to see it appearing on tap and on shelves at your local just in time for the thick of the Premier League calendar.



Guinness 0.0 rolls out islandwide from October. Photo: Guinness

Guinness x Tobyato: Season Two

To celebrate the new season, Guinness is also unveiling Guinness x Tobyato: Season Two, the second chapter of its collaboration with renowned local artist Tobyato. This year's collection introduces a personalised jersey concept, letting fans customise their jerseys around the passions, rituals and

experiences that define their own matchday journey.



The Guinness x Tobyato Season Two jersey. Photo: Guinness

Highlights of the collection include a limited-edition Guinness x Tobyato jersey, interchangeable Food Fan, Fashion Fan and Football Fan patches, and exclusive jersey customisation opportunities at selected Guinness roadshows. The Season Two collection is available from 15 September.



Interchangeable Food Fan, Fashion Fan and Football Fan patches. Photo: Guinness

For more of what to eat and drink around town, see our guides to [Great Nanyang After Dark on Craig Road](#), the new [Campari Group Italian aperitivo spritz range](#), and [1-for-1 deals at Plate, Carlton City](#).

Please drink responsibly. Alcohol is not for sale to persons under the age of 18.

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