



Tiger Beer Blind Tasting Experiment Sparks Renewed Pride in Singapore-Born Brand

Description

What happens when Singaporeans are asked to taste Tiger Beer without knowing what it is? The results surprised even the brand itself.

Tiger Beer recently brought over 250 participants to Guoco Tower for a blind tasting experiment — one of the most direct ways to put a brand's reputation to the test. Stripped of its iconic label and served alongside international beers in unmarked cups, Tiger had to win on taste alone.



Over 250 participants took part in Tiger Beer's blind tasting experiment at Guoco Tower.

It did. After the reveal, 77% of participants rated the experience as excellent or very good. Perhaps more telling: 72% said they would reorder Tiger, and 86% said they felt proud that Tiger Beer was born in Singapore.

The experiment is part of Tiger Beer's broader push to reconnect local drinkers with a brand that has become something of a global success story. Founded in Singapore in 1932, Tiger is now sold in over 60 countries yet it remains deeply tied to the island it came from.

That tension between global recognition and local pride sits at the heart of Tiger's current campaign tagline: *"Born in Singapore. Chosen Worldwide."* The blind tasting was designed to test whether that pride holds up when the label is taken away and the answer, at least among this group, was a resounding yes.

For a beer that has spent decades earning its place on international shelves, it turns out the strongest endorsement may still come from home.

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