

Tiger Remix debuts in Singapore with Peach Oolong and Yuzu Lime lagers at 7-Eleven and RedMart

Description

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Tiger Remix is here, and Singapore gets it first. Tiger Beer has launched the flavoured lager range globally in Singapore and Malaysia, starting with two Asian-inspired flavours: Peach Oolong and Yuzu Lime.



Image: Tiger Beer

What is Tiger Remix?

Tiger Remix keeps the crisp, balanced character of the brandâ??s premium lager and adds a fruit-and-tea twist. Peach Oolong pairs juicy peach with aromatic oolong tea for a smooth finish, while Yuzu Lime combines zesty yuzu and tangy lime for a brighter, citrus-led sip. Both are described as low in bitterness, which should make them an easy first step for drinkers who find regular lager too sharp.

Both variants contain 4.2% ABV and come in 320ml cans.



Image: Tiger Beer

Street-culture design, local roots

The packaging leans on Asian street culture, with signboard-inspired typography, shophouse forms and motifs that reflect the region. Tiger was born in Singapore in 1932, and Magdalene Tan, Head of Marketing of Asia Pacific Breweries, said the debut here carries special significance: Singapore is shaped by cultures from around the world yet remains distinctly Asian at heart.

Sam Fielding, Tiger Global Brand Director, framed the range as a new flavour platform for the brand, with Peach Oolong and Yuzu Lime as the first two releases.

Where to buy Tiger Remix in Singapore

Tiger Remix is available now in single-can and 3-pack formats at 7-Eleven stores islandwide and on RedMart. A progressive rollout to major supermarkets, including FairPrice, Sheng Siong, Cold Storage and Giant, follows this November.

If you are stocking up for the festive season, our guide to FairPriceâ??s current in-store voucher offer may help. For more drinks news, see how Third Floor is pouring creative cocktails at Design Orchard, and the Pompompurin + Starbucks collection arriving on 10 November.

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