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Skrewball launches 200ml Hipflask in Australia and New Zealand

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Skrewball Whiskey, the original peanut butter whiskey-flavoured liqueur, is shaking things up with the launch of its first-ever 200ml PET hipflask, debuting exclusively in Australia and New Zealand.

The 200ml hipflask delivers the same smooth, sweet and perfectly nutty flavours that Australians and New Zealanders know and love, now in a pocket-perfect format made for gifting, sharing or making a toast whenever life gets a little nutty. Whether it's a party or a picnic, the new 200ml hip flask is the ultimate plus-one.

The launch comes as smaller, portable whiskey formats gain serious momentum across the region. 200ml hipflasks within the American whiskey category are experiencing high single-digit dollar growth year-over-year, significantly outpacing traditional 700ml formats. (Source: Circana (AU) Pty Ltd, 28 Sept 2025)

"We're thrilled to bring this new size and shape to Australia and New Zealand, offering our fans more flexibility while maintaining the premium quality they expect from Skrewball," said Steven Yeng, cofounder of Skrewball. "With its deliciously sweet, nutty spirit, now in a compact 200ml hipflask, consumers can enjoy Skrewball wherever the celebration takes them â?? from backyard barbecues to picnics and beyond."