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Tiger Beer Blind Taste Test Reinforces Consumer Confidence in Quality and Brand Heritage

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Tiger Beer has strengthened its position as one of Asia's most celebrated beer brands through a unique blind tasting initiative that highlighted the importance of product quality over brand perception.

The Singapore-born beer brand recently invited more than 250 consumers to participate in a one-day blind tasting experiment at Guoco Tower, challenging participants to evaluate the beer solely on taste without any brand identifiers. The initiative aimed to demonstrate that consumer appreciation for quality beer extends beyond packaging, labels, and brand recognition.

Participants were presented with beers described only by their award credentials, including "World Beer Awards Winner," "Monde Quality Awards Winner," and "49x International Awards Winner." Unknown to attendees, every sample served was Tiger Beer, and all accolades referenced the brand's extensive international recognition.

The results underscored strong consumer acceptance of the product. According to the findings, 77 per cent of participants rated the unbranded beer as either "excellent" or "very good," while 72 per cent indicated they would order the beer again based solely on taste.

The reveal that all samples were Tiger Beer prompted many participants to reassess their perception of the homegrown brand. Several attendees expressed surprise at the beer's extensive global recognition, despite its longstanding presence in Singapore.

Founded in 1932, Tiger Beer has evolved from a local brewery brand into one of the world's most recognised beer labels, now available in more than 60 international markets. The brand has accumulated 49 international quality awards over the years, including distinctions from the World Beer Awards and six gold awards at the 2026 Monde Selection Quality Awards.

The initiative also generated a strong emotional connection with consumers. Post-event feedback revealed that 86 per cent of participants felt proud that a beer originating in Singapore has achieved worldwide recognition, while 74 per cent said they would actively choose Tiger Beer in future purchases.

"Tiger has always been Singapore's beer, one many of us grew up with," said Tanya Lubis, Marketing Manager, Tiger Beer. "What was most rewarding was seeing that, when judged purely on taste, it continues to be preferred and loved by beer drinkers here. Today, it stands as one of Asia's most awarded beers, and that journey from a local icon to a global success is something we believe Singaporeans should be incredibly proud of."

As consumer preferences increasingly shift toward authenticity, quality credentials, and product transparency, the blind tasting exercise highlights how established beverage brands can leverage experiential marketing to reinforce trust and showcase product excellence. Despite its global footprint, Tiger Beer continues to maintain its roots in Singapore, where its brand leadership, innovation, and creative direction are headquartered.