

Wild Tiger Rum aims to expand in the Americas

By **Jas Ryat** on March, 13 2018 | Spirits & Tobacco



Indian rum brand Wild Tiger will be showcasing at the Summit of the Americas in partnership with Haleybrooke International in an effort in increase its footprint in the Americas.



The Rumtastic Rum Box offers 20 exotic rums from 20 great Rum producing countries across the world. A rum drinkers passport around the world

The brand will be showcasing the Rumtastic Rum Box at the show, which is an advent style calendar consisting of 20 rums in miniatures from 20 great rum producing countries around the world.

Wild Tiger Rum will also be unveiling its new one-litre variant of the Special Reserve Dark Rum and the Indian Spiced Rum. The new innovative Club Twin pack will also be available in the format of of 2 x 35cl bottles of each variant retailing at US\$25".

Introduced to travel retail only two years ago, the brand has quickly acquired listings globally. Wild Tiger Rum is available in ARI operated shops in Barbados, Auckland, Muscat, and Lagardere in Paris as well as Viking Line, DFS Singapore and King Power Thailand in the pipeline.

"We are currently shipping orders to the Duty Free operators in Ontario, Canada after getting favorable responses from Canadian buyers at the FDFA show in Montreal," explains Gautom Menon,

Chief Brand Officer at Wild Tiger Rum. He continues, "We are also pleased with the performance of Wild Tiger at Neutral Duty Free in the Uruguay Brazil borders and JPT Chile where it was launched just before the Christmas period."

Prakash Thadani CEO of JPT, Chile remarked, "Wild Tiger Rum has been an exciting addition to our liquor range at our Iquique store. We launched during festive period and the response has been promising. Store visitors particularly love the catchy tactile packaging and flavor of the rum. We are confident the brand will grow in Chile"

Wild Tiger Rum and the Rumtastic Rum Box will be showcased at booth 207 of Haleybrooke International.

As a part of its core CSR policy, the brand donates 10% profits towards Tiger Conservation in South India via their non-profit Wild Tiger Foundation (W.T.F).

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