

## **A Pig & A Pickle Pair In An Exciting New Partnership**

### **MEDIA RELEASE**

**13<sup>th</sup> September 2023**

A Dill Pickle & a Squealing Pig are the hottest new couple on the scene. Today, the National Pickleball League is excited to announce that playful wine brand Squealing Pig, will be a Major Sponsor of the NPL for the next two years.

This unique sponsorship between a Pickleball league and a wine brand in Australia will include sponsorship of the NPL Season 1 - the flagship professional Pickleball league of Australia, launching in March 2024 with \$100,000 Prize Money.

This partnership deal also includes coverage across the professional NPL Championship tournaments, future corporate events, pop-up activations and the crown jewel of the NPL's expansion plans – the first-of-its-kind NPL Pickleball supersite, opening in Melbourne later in 2023.

Both the NPL and Squealing Pig, are youthful, vibrant, exciting brands that challenge the status quo of their respective industries being old and stuffy, with a new-age, inclusive approach. The aim is to produce consistent brand collaborations in-venue and across social media that captivate their joint audiences as the sport of Pickleball grows in Australia and Squealing Pig continues to become a preferred wine of choice for the millennial demographic.

“The shared values and vision for both brands made this collaboration an absolute no-brainer for us as our first major sponsor and long term partner. To work with Squealing Pig, who have an expertise in partnering with relevant brands in our target demographic, will lead to great benefits for all our current and future customers – especially as our grand plans to elevate the sport of Pickleball in Australia continues,” said Ron Shell, CEO of the NPL.

Shehan Ananthakumar, from Squealing Pig added, “At Squealing Pig, we’re known for our inclusive and cheeky approach to the complex world of wine, a category that a lot of people find confusing and stuffy. But we are also committed to channelling our playfulness, positivity and passion for bringing people together, which is why partnering with the NPL felt like a natural alignment. We look forward to sharing our celebrated wines with Pickleball fans across the country for launch season and beyond,” concluded Ananthakumar.

Watch out for the Pickle and the Pig to take over during Squealing Pig Wines’ much vaunted Summer of Love campaign from November 2023 to March 2024.

**-ENDS-**

**About National Pickleball League (NPL)**

NPL is the premium pickleball organisation of Australia. The NPL brand offers Australia's professional national league, tournaments, corporate days, school/university programs, social leagues, events & introductory Pickleball days. NPL aims to build the total number of Pickleball players in Australia via professional league pathways, marketing, content & venue investment. NPL aims to expand its product internationally in 2024.

Website: [www.nplpickleball.com.au](http://www.nplpickleball.com.au)

Instagram: [@nplpickleball](https://www.instagram.com/nplpickleball)

Facebook: [@nplpickleball](https://www.facebook.com/nplpickleball)

Twitter: [@nplpickleball](https://twitter.com/nplpickleball)

**About Squealing Pig:**

Squealing Pig is a tale about a pig who wanted more from life than just his pig pen. Keen on wine, but not a fan of the bore that you get with it, he began his adventure in 2010 making sauvignon blanc in the Squealing Pig Vineyard in Marlborough, New Zealand. Keen to experiment with some smokin' hot new varieties and styles, he soon spread his wings to Central Otago, before globetrotting the world. No matter where this little pig finds himself – New Zealand, Australia, Argentina, France, Italy – the Squealing Pig style remains the same: to make cracking wines that are approachable, flavour-packed and pair brilliantly with no-fuss foods... and to have more fun than anyone else doing it. Relax everyone, it's just wine.

Website: [www.squealingpig.com/en-au](http://www.squealingpig.com/en-au)

Instagram: [@squealingpigwines](https://www.instagram.com/squealingpigwines)

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