



FOR IMMEDIATE RELEASE

Name That Beer Contest

Brewerkz launches a contest to name its new beer for the Lunar New Year

Singapore, December 9, 2009 – To celebrate the Lunar New Year, Brewerkz is launching an exciting new beer – made from dragon fruit and honey – and the public will get to name it!

From 13th February 2010 till the beer runs out, customers can purchase the new brew and participate in a “Name That Beer” contest for a chance at winning \$200 in Brewerkz vouchers and \$200 in MENU Catering vouchers.

“We originally made this beer specially for two colleagues’ weddings and later decided to add it to Brewerkz’ menu as a great celebratory brew for the Lunar New Year,” said Kim Wong, Brewery Manager, Brewerkz Restaurants & Microbreweries.

“The dragon fruit in the new brew gives the beer its unique purplish red hue and signifies prosperity, while honey adds a delightful aroma and sweetness to the year ahead,” she added.

These interesting ingredients allow the beer to pair well with desserts, steaks and pizzas. The new beer will replace the current Fruitbrewz and be available at all Brewerkz outlets on the eve of Chinese New Year.

About Kim Wong

Kim started her career in accounting but soon realized that office life was not for her. Wanting a challenge, she opened her own beer café that sold imported beers and subsequently joined Brewerkz in 1998 as an Assistant Brewer. Beer became her passion, driving her to become one of the few female brewers in Asia today.

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About Brewerkz

The brain child of US-born Devin Otto Kimble and Chilean Daniel Flores, Brewerkz Restaurant & Microbrewery is an iconic American microbrewery restaurant in Singapore that was modeled after similar concepts in the United States and Canada. Since it first opened in 1997, Brewerkz has received numerous awards and accolades for its dedication to high quality food and beverage, as well as impeccable food safety. Brewerkz is now opened in three locations around Singapore and is operated and managed by MENU Pte Ltd. For more information, please visit www.brewerkz.com.

About MENU

Originally called Brewerkz Singapore Pte Ltd, the group was founded by US-born Devin Otto Kimble and Chilean Daniel E. Flores who opened Brewerkz Restaurant & Microbrewery in 1997. The new name "MENU" is intended to reflect that the company has grown from being a single concept to an operation that currently includes Brewerkz Restaurant & Microbrewery, Café Iguana and Wine Garage. For further information, please visit www.menu.com.sg.

The Dragon Fruit Beer is available at:

Brewerkz Riverside Point

30 Merchant Road, #01-05/06 Riverside Point, Singapore 058282

Tel : 6438 7438

Brewerkz Indoor Stadium

2 Stadium Walk, #01-06/07/K1, Singapore Indoor Stadium, Singapore 397691

Tel: 6345 9905

Brewerkz Bukit Timah

903 Bukit Timah Road, Singapore 589620

Tel: (65) 6464 8155

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