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## **Ladrido announced as MENU Group's new CBD**

**Singapore - 2 February 2007** - MENU Pte. Ltd., formerly known as Brewerkz Singapore Pte Ltd, has officially appointed US-born Treys Ladrido as its new Corporate Beverage Director today.

Relocating from her former residence in Las Vegas, Nevada, American Ladrido was enticed by the opportunity to promote growth in the F&B realm in an underdeveloped Asian market.

"Having performed an extensive search for the right person to be our Corporate Beverage Director, we are pleased to welcome Treys to the team with the understanding that she will have a very positive impact on the MENU Group and our goals," says Managing Director and Co-Founder, Devin Otto Kimble.

"With the recently announced name change of the group, we also decided to take a new direction on what we were able to offer our customers. Treys's skill-set and extensive experience in strategic development and product procurement has put her in the perfect position to expand on the beverage concept of the group," he adds.

The importance of the MENU Group brands is certainly not lost on Ladrido, with her commenting that, "This new role in a challenging market will allow me to explore other avenues of growth. In addition to expanding on the wine list for each outlet, my aim is to keep abreast of current beverage trends in order to offer as much as possible to our customers. At present Brewerkz Restaurant & Microbrewery beer program is world-class, Café Iguana has one of Asia's best tequila selections and WineGarage boasts an extensive wine selection but the market is constantly changing and it is my job to keep on top of the industry's best practices and hottest new brands."

Having previously worked for Wynn Resorts - internationally renowned for being the only casino resort to have a Mobile 5 star and AAA 5 diamond rating - Ladrido quickly established a reputation for service and excellence in her field by doubling average bottle sales within the first month.

Ladrado's experience is also drawn from a year spent at the Bellagio Hotel and Casino, in addition to having assisted in the beverage management of over 3,500 bottles of wine in five of Wolfgang Puck's operations throughout Las Vegas.

A graduate from the prestigious Hotel School of Cornell University in New York, Ladrado achieved a considerable amount of experience in the East Coast market before making the transition to the West Coast. Her impressive resume includes a period in marketing communications for 15 wide-ranging restaurant concepts such as Nobu, Tribeca Grill, and Montrachet in New York before making the move.

"There is so much positive growth ahead for the group and with such extraordinary talent added to our already superior team, we're looking forward to this stellar combination creating a massive impact in the region," Kimble concludes.

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