



FOR IMMEDIATE RELEASE

WHO KNOWS THE BEST NOSE?

MENU GROUP PIONEERS A NEW STANDARD OF BEVERAGE SERVICE IN ASIA

Singapore, 14 May 2007 – Singapore’s multi-award winning food and beverage group, MENU Pte. Ltd. Food & Drinks Group, announces that it is the only organisation in Singapore, (if not all of Asia), to employ the highest number of individuals officially qualified by the Court of Master Sommeliers to test for the Certified Sommelier exam being offered for the first time in Asia early next year.

The world-renowned Court of Master Sommeliers offers the only international certification of sommeliers in the world, and is considered the leading educator in the wine industry. The Introductory Sommelier Course, one of the first four stages, was recently offered to students for the first time in Asia before even being offered in Australia. The sold out classes included participants from Singapore, Hong Kong, Japan and Australia and staff from Singapore’s fine dining establishments such as Raffles Hotel and the Four Seasons.

MENU Group’s Managing Director and Co-founder, Mr Devin Otto Kimble says, “Having our staff complete this course will put our three venues on the map in terms of offering unparalleled quality of beverage service in Asia.

Considering there are only 127 Master Sommeliers in the world, we are proud to be part of the fundamental movement bringing a superior level of professionalism in wine service to Singapore.”

President of the Academy of Wine, Mr Tommy Lam, who collaborated with the Singapore Institute of Management (SIM) to bring the course to Asia, comments, “Firstly, it needs to be understood that the title Sommelier is given by the employer to the employee, and is not a standard governing the wine knowledge of the employee. This is why the provision of proper certification is so important.

The MENU Group should be praised for their bold decision in committing to enhance their staff’s knowledge in wine service through further education. They have clearly demonstrated this by offering training through an internationally recognised certified body, ensuring they have attained the minimum requirement of wine knowledge to better serve their guests.”

There are four stages to attain the top qualification of Master Sommelier:

- Introductory Sommelier Course – 80% average pass rate
- Certified Sommelier Exam - 50% pass rate
- Advanced Sommelier Course - 20% pass rate
- Master Sommelier Diploma Exam - 3 to 5% pass rate (Advanced Sommeliers [AS] can only be invited to complete the final level after a two year period as an AS)

Seven staff members recently spent three weeks to prepare for the difficult exam before completing the introductory course, making a total of eight MENU Group staff members to have so far attained the prestigious professional credentials.

The eight staff members are now ready to take on the Certified Sommelier Exam, which MENU Group's Corporate Beverage Director, Ms Treys Ladrado has already completed.

She comments, "Our staff ultimately aims to provide the highest standard of beverage service to our guests. This internationally recognised achievement is a further testament to their high level of commitment to enhancing each and every guest's restaurant experience."

"In fact, our staff are so committed to raising our standards that they have suggested we put in place a training manual to prepare everyone to pass the introductory course. This will be implemented before the year is out."

The Master Sommelier credential is the only internationally recognised credential for beverage sales and service. The introductory course recently completed by the seven staff members covered all aspects of beverage service including:

- Method of viticulture, vinification and local customs for major wines
- Production methods of wines and spirits
- Wine service, social skills and legislation
- Harmony of food and wine
- Wine tasting skills to recognise typical characteristics of wines and detect basic faults

The eight individuals that have passed the Introductory Level include WineGarage staff members Nareen Ramchand, Sugu Berdayah, and Frank Ng; Sommelier, Bala Pasupathi; Service Manager, Charles Soh; Chef & General Manager, Travis Masiero; Brewerkz Bar Manager, Simon Ho and Brewerkz Bar and Grill Bar Manager; Steven Ong.

For further information on the Court of Master Sommeliers, please visit:

<http://www.mastersommeliers.org/about>

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About the MENU Food & Drinks Group

Recently renamed to MENU Pte Ltd, the Singapore-based business is the parent company of a group of establishments namely Brewerkz Restaurant & Microbrewery, Café Iguana, WineGarage and the upcoming Brewerkz Bar & Grill restaurant, all of which are located in Singapore.

The original company, Brewerkz Singapore Pte Ltd was founded in 1997, initially set up for their founding enterprise Brewerkz Restaurant & Microbrewery, Singapore's award-winning microbrewery restaurant. It was the brain-child of US-born Devin Otto Kimble and Daniel Flores, who initially modeled it after similar concepts in the USA and Canada.

Today the MENU Group has developed to become a fully-fledged multi-concept food and beverage model that operates a portfolio of Western-style food and beverage operations in an Asian context.

WineGarage is located at:

30 Merchant Road
#01-07 Riverside Point
Singapore 058282
T [65] 6533-3188
www.winegarage.com.sg

WineGarage operating hours:

Monday – Thursday, Sunday: 4 pm – 12 midnight
Friday, Saturday & Eve of PH: 4 pm – 1 am

Brewerkz is located at:

30 Merchant Road
#01-05/06 Riverside Point
Singapore 058282
T [65] 6438-7438
www.brewerkz.com

Brewerkz operating hours:

Monday – Thursday: 12 noon – 12 midnight
Friday, Saturday & Eve of PH: 12 noon – 1 am
Sunday: 11am – 12 midnight

Café Iguana is located at:

30 Merchant Road
#01-03 Riverside Point
Singapore 058282
T [65] 6236-1275
www.cafeiguana.com

Café Iguana operating hours:

Monday – Thursday: 6pm – 1am
Friday & Eve of PH: 6pm – 3am
Saturday: 12noon – 1am

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THE COURT OF MASTER SOMMELIERS

The Court of Master Sommeliers was established to encourage improved standards of beverage knowledge and service in hotels and restaurants. Education was then, and remains today, the Court's charter.

The first successful Master Sommelier examination was held in the United Kingdom in 1969. By April 1977, the Court of Master Sommeliers was established as the premier international examining body. It took the Court ten years to perfect its qualifications, which are recognised internationally. There are four stages to attain the top qualifications of Master Sommelier:

- Introductory Sommelier Course
- Certified Sommelier Exam
- Advanced Sommelier Course
- Master Sommelier Diploma Exam



Over the two decades since the Court's first examination was held, 127 candidates have earned the Master Sommelier Diploma. In the service of wine, spirits and other alcoholic beverages, the Master Sommelier Diploma is the ultimate professional credential anyone can attain worldwide.

Treys Ladrado – Corporate Beverage Director, MENU Group

Treys comes to the MENU Group with over two decades of hospitality know-how. Her wide-ranging experience includes free-standing corporate and independent restaurants; Five-Star, Five-Diamond hotels and casinos; and a major wine and liquor distributorship. Over the years, Treys has had the privilege of working with the direction of Jay James, Master Sommelier; Paolo Barbieri, Master Sommelier; Robert Bigelow, Master Sommelier; and Greg Harrington, Master Sommelier. In 2005, while she was with the Bellagio Hotel and Casino, Treys was a guest Sommelier at the prestigious James Beard House in New York City.

She is a graduate of the world-renowned Cornell University, School of Hotel Administration, where she was the recipient of the RC Kopf Student Achievement Award and Banfi Vintners Wine Award. Both awards offered her the opportunities to travel and experience the various wine producing regions of California, France, and Italy. In addition, she has also experienced the terrenes of Oregon, Washington, New York, Germany, Austria, Spain, and Portugal.

Currently, Treys is the only International Certified Sommelier by the Court of Master Sommeliers in Singapore.

Devin Otto Kimble - Managing Director, MENU Group

Devin is the Brewerkz Managing Director and Co-Founder of Brewerkz Singapore Pte Ltd now formerly renamed to the MENU Food & Drinks Group Pte Ltd.

Previous to this he was the Regional Operations Manager for Dan Ryan's Chicago Grill, which has outlets in Singapore, Taipei and Hong Kong and has worked as a Multi-Unit Manager and Corporate Recruiter for Taco Bell in the Southern New England area of the US. In addition, he has consulted for restaurant openings in Phnom Penh, Cambodia and Singapore.

Devin's background includes legal support at Shearman & Sterling (New York), financial services experience at Drexel Burnham Lambert (New York) and O'Connor & Associates (San Francisco).

He has a BA in American Studies from Yale University and Master's Degree from Cornell University's School of Hotel Administration, and is a member of the American Chamber of Board of Governors, an Executive Committee member of the Singapore River Business Association and Vice President of the Singapore Yale Club.