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Brewerkz Singapore Pte Ltd. name change to MENU

31 January 2007 – Brewerkz Singapore Pte Ltd announces today that it has officially changed its company name to MENU Pte. Ltd, Food & Drinks Group.

Managing Director, Devin Otto Kimble explains that the basic idea behind the name change was to showcase the fact that Brewerkz had now become more than just a brew pub operator, as popularly believed.

“When I say the name of the company is Brewerkz, it is then necessary to explain that our company is about more than just brewing beer. And while our core brand is certainly important, we want the flexibility to explore other avenues of growth in the F&B realm and not to be pigeon-holed as only a ‘beer place’. Hence, the name MENU provides a much better reflection of what we do overall, which is operate a portfolio of Western-style food and beverage operations in an Asian context.”

The original intention of the company was to promote only a single concept, Brewerkz Restaurant & Microbrewery therefore the holding company was named Brewerkz Singapore Pte Ltd to reflect this. It was only after their third restaurant WineGarage was opened, the second being Café Iguana, that they found themselves with three very different restaurants under the one management.

In a bid to express what the organization does in a broader sense, the management team decided it was time for the parent company to have a name which was less specific to being the owners of only a brew pub.

“The name MENU can be seen in two ways. First, it is about the offerings of a food service establishment. And we provide a range, array or appropriately ‘menu’ of concepts. Second, MENU can be broken down into Me ‘n U. Food & Beverage operators are successful because they are relevant to a significant number of people. Our success is partially about who we are as a company. That’s the “me” part. But it is also about the people who come and see us everyday. So the MENU is a device to let everyone know that our success is not just about what we do, but because of the terrific response that we have received from our customers.”

Looking to the future under the recently revised name change, the company expects to continue its path of profitable growth. With the success of Brewerkz Restaurant & Microbrewery, Café Iguana and WineGarage, the organization intends to forge ahead with creating more outlets from these business models, and has strategies in place to continue experimenting with new ideas and concepts.

For Singapore, there are plans to rollout Brewerkz Bar & Grill, a smaller version of Brewerkz without the brewery and a number of suitable sites including Orchard Road, Holland Village, Bukit Timah and Woodlands are currently under consideration.

“Café Iguana and WineGarage - because they fit into a smaller footprint - will also be introduced to other parts of Singapore. And we have several other Western-style concepts up our sleeve that should be really appealing to the Singapore market as well,” divulges Kimble.

Kimble also makes clear how shareholders will benefit by explaining, “With the name Brewerkz Singapore Pte Ltd, the company sounded as if it was too dependent upon a single idea for its success. By changing the name to MENU Food & Drinks Group, we will be recognized as a multi-concept food and beverage concept. This will be particularly useful as we grow outside of Singapore. Whereas now we appear to lead with our microbrewery, in the future MENU will be able to offer developers a portfolio of well-run, branded, unique and successful operations.

For example, we are currently negotiating with an iconic Singapore property to occupy 4,000 square meters of space and we are able to do this because of our range of offerings. Using the name MENU promulgates this fact. In addition, when we make the decision to IPO the company, we will be known as an operator with a strong portfolio of concepts under the umbrella of MENU and not just as the owner of a highly popular brewery and restaurant that dabbles with other smaller restaurants,” he explains.

Kimble recently appointed Singapore-based creative agency Solus Asia Pte Ltd, headed by Angela Bowskill, to create the name ‘MENU’ for the new group and design the distinctive logo to encapsulate the revitalized image of the company and implement the identity throughout.

“There is so much positive growth ahead for the group, so stand-by for great things this coming year,” Kimble says in conclusion.

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