



MENU Pte Limited, Food & Drinks Group

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, 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.

The name MENU was chosen to elucidate the two ways the venture is operated. Firstly, it is about the offerings of a food service establishment as the group provides a 'menu' of concepts, secondly the term MENU can be broken down into Me 'n U.

Kimble notes that, "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."

The original intention of the company was to promote only a single concept, Brewerkz Restaurant & Microbrewery, an iconic full-service restaurant featuring high quality American-style food and a full range of award-winning premium beers handcrafted on-site.

The group's second venture, Café Iguana was opened in 2000 and is particularly popular for its margaritas and tequila, with over 100 different 100% Agave labels available. The concept of the restaurant was to introduce a new style of Mexican experience to Singapore by offering tortillas, salsas and guacamole all made from scratch daily.

This was followed in 2005 by the group's third venture WineGarage, a restaurant, bar, and wine retail shop that features a 900 label wine list offering an all-star menu with an exquisite range of French & Italian cuisine set in a relaxed and contemporary atmosphere.

Further down the track the company expects to continue its path of profitable growth. With the success of the three aforementioned establishments, 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, at the Singapore Indoor Stadium shortly. Currently undergoing renovation, the 250 seat restaurant is due to open in July 2007.

A number of suitable sites including Orchard Road, Holland Village, Bukit Timah and Woodlands are also currently under consideration.

Café Iguana and WineGarage - because they fit into a smaller footprint - will be introduced to other parts of Singapore, in addition to several other Western-style concepts appealing to the Singapore market.

Eventually as the group expands around the region, it will be known as an operator with a strong portfolio of concepts under the umbrella of MENU. At a later date upon the decision to IPO the company, the group will be able to offer developers a grouping of well-run, branded, unique and successful operations.

To encapsulate the revitalized image of the company, Singapore-based creative agency Solus Asia Pte Ltd, headed by Angela Bowskill, was selected to create the name 'MENU' for the new group and design the distinctive logo.

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Devin Otto Kimble

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.