

Media Release

For Immediate Release



TOP CHILLI CRAB CHEFS COMPETE TO BE SINGAPORE'S BEER-FOOD AMBASSADOR OVERSEAS

*Inaugural Competition Aimed at Raising Profile of Local Cuisine & Bringing the Best
Singaporean Beer-Food Experience to the World*

SINGAPORE, 26 July 2006 – Ten of Singapore's most popular chilli crab chefs cooked up a storm at the TIGER Chilli Crab Championship Series held at Singapore's leading culinary institute, at-sunrice at Fort Canning Park today to compete for the top honours of Singapore's Beer-Food Ambassador at an upcoming Tiger Beer Singapore Chilli Crab Festival overseas. Organised in conjunction with this year's Singapore Food Festival, Tiger beer initiated the inaugural competition to identify and develop talented local chefs to raise awareness of the nation's unique culinary heritage and promote the best of Singapore's beer-food experience to the world.

Featuring two of Singapore's national icons, Chilli Crab and Tiger beer, the participating chefs, representing the nation's top chilli crab restaurants voted by Singapore's discerning consumers, enticed the judges with mouth-watering Chilli Crab concoctions that paired perfectly with the smooth and refreshing taste of Tiger beer. These renowned seafood restaurants included Ah Yat Seafood Restaurant(Turf City Shopping Mall), Dragon Phoenix Restaurant, Gold Coast Restaurant, Jumbo Seafood Restaurant, Long Beach Seafood Restaurant, Palm Beach Seafood Restaurant, Quayside Seafood, Red House Seafood Restaurant, Roland Restaurant and Seafood International Market & Restaurant.

Mr Alan Gourdie, General Manager, Asia Pacific Breweries Singapore and one of the judges at the competition, said: "As the nation's most-loved beer, it has always been Tiger's mission to export the ultimate Singaporean beer-food experience to the world. Through the TIGER

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Chilli Crab Championship Series, we hope to present talented chefs who are experts in local cuisine the opportunity to become the nation's Beer-Food Ambassadors and put Singapore on the culinary world map."

The winner of the TIGER Chilli Crab Championship Series will be sent on a culinary mission to give a 'live' cooking demonstration to an international audience at an upcoming Tiger Beer Singapore Chilli Crab Festival abroad. At this festival, foreigners will be able to indulge in the savoury taste, smell, sight and sound of the famed Chilli Crab dish as well as learn more about its history and tradition from Singapore's best. Held in New York since 2004 and gradually extending to other major cities in the world, the festival is part of an ongoing campaign by Tiger to export Singapore's unique beer-food culture to the rest of the world.

Violet Oon, Singapore's Food Ambassador to the United States, Britain and Australia and Chief Consultant to this competition, said: "It's always a pleasure to introduce our local cuisine to other countries so that non-Singaporeans will be able to enjoy and appreciate the unique tastes and rich flavours of Singapore. When I first heard that Tiger is organising a competition to discover talented chefs to help spread our nation's love for good food and beer to every part of the world, I jumped at the offer to be able to play a part in the competition."

Participants were judged based on how well the flavour profiles of their Chilli Crab dishes paired with Tiger beer, the overall taste and appearance of the dish, as well as the chefs' creativity and presentation abilities.

The distinguished panel of judges of the inaugural Tiger Chilli Crab Championship Series included leading culinary experts, Chef Chan Sung Og, Executive Chef from Prima Tower Revolving Restaurant, Chef Alan Bergman, Associate Instructor from Johnson & Wales University, Alan Gourdie, General Manager of Asia Pacific Breweries Singapore, Alan Ng, Associate Fukan Editor/Food Critic of Lianhe Zaobao, and Guy Hoh, Editor of Wine & Dine.

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About Tiger Beer

Tiger Beer, brewed by Asia Pacific Breweries Singapore (APBS), is one of Singapore's most recognised icons globally. As a leading homegrown brew, Tiger Beer is currently brewed in 27 breweries across 10 countries and is available in over 60 countries in Europe, the US, Latin America, Australia and the Middle East.

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Tiger Beer has been winning global acclaim through the years. In its 74-year history, the brew has picked up over 30 international accolades and awards. The most notable include the Gold Medal at the Brewing Industry International Awards, UK, 1998 - the equivalent of the Oscar Awards for the brewing industry - and more recently, the gold medal at the European-style Pilsner category of the 2004 World Beer Cup, considered 'the Olympics' of beer competitions by the industry.

Through its close involvement in sports, dynamic brand campaigns and innovative sponsorships, Tiger has positioned itself as a leading contemporary beer brand across the world. Tiger Beer has become a recognisable and sought-after premium beer and was named UK CoolBrand in 2004 and 2005.

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