

FOR IMMEDIATE RELEASE



**BOULEVARD IN PARTNERSHIP WITH ARCHIPELAGO BREWERY
TO OPEN ITS INAUGURAL ARCHIPELAGO CONCEPT OUTLET**

SINGAPORE, 5 OCTOBER 2010 – Craft Beers ■ Gastronome Exploratory ■ Gourmet Bar ■ **BOULEVARD** proudly announces the official opening of its latest pride – **BOULEVARD featuring craft beers by ARCHIPELAGO**, located on the ground floor of Times Square, MILLENIA WALK. A collaborative partnership with Archipelago Brewery, this Archipelago concept outlet will feature the full range of craft beers and seasonal limited edition brews alongside gourmet British delights to tantalise the taste buds of foodies and beer fans alike.

BOULEVARD featuring craft beers by ARCHIPELAGO will present a whole new symphony of sumptuous dining and bar experience to beer lovers. A fresh concept in the bar and dining scene, this watering hole presents a complete range of Singapore's very own leading craft beers and savoury array of British gastronome delights in a warm and comfortable atmosphere.



** BOULEVARD craft beers by Archipelago @ MILLENIA WALK*

In celebration of the latest Archipelago concept outlet, **Mr. Hoshang Mehta**, HEAD of Archipelago Brewery said: “We are very excited and pleased to partner **BOULEVARD** and present this latest Archipelago concept outlet. With the full range of our newly-introduced craft beers alongside delicious British gourmet offerings, we are confident that beer lovers will truly enjoy the unique Archipelago craft beer experience right here in the heart of the city.”

Gourmets and beer lovers can also satisfy their palates with tantalising pairings of Archipelago craft beers - Summer Ale, Wheat Bier, Bohemian Lager, Irish Ale and Limited Edition seasonal brews - alongside some of the featured British delights such as Irish Lamb Stew, English Sausage, Roast Rib Eye, and Colonial influence of Chicken Curry, Malayan noodles and Peninsula skewer.



Join us at the upcoming Official Launch on **Tuesday, 26 October 2010** and enjoy an intimate session with Archipelago’s new Brewmaster, **Mr. Colin Paige**, as he shares some insights on craft beer brewing and beer appreciation. Trade guests, business associates and media colleagues will also be treated to an array of gastronomical British delights and exquisite range of Archipelago craft beers.



** Mr. Colin Paige, Archipelago Brewmaster*

The highly anticipated **BOULEVARD featuring craft beers by ARCHIPELAGO** opens its door on the 27 September 2010 and welcomes all to explore, discover and enjoy the new Archipelago experience.

-END-

You are cordially invited to the event as members of the media.

Event : Official Launch of BOULEVARD featuring craft beers by ARCHIPELAGO
Date : Tuesday, 26 October 2010
Venue : #01-23/24/25 MILLENIA WALK, Times Square
Time : 7.00pm – 9.00pm
Special Guest : Mr. Colin Paige, Archipelago Brewmaster
Appearance

Kindly RSVP to Jez Lim / Elena Chan OR Pamela Tan by **THURSDAY 14 OCTOBER 2010.**

For more information and high res pictures of BOULEVARD & ARCHIPELAGO BREWERY, kindly contact:

BOULEVARD

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ARCHIPELAGO BREWERY

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APPENDIX.

ABOUT BOULEVARD - FEATURING CRAFT BEERS BY ARCHIPELAGO

BOULEVARD featuring craft beers by ARCHIPELAGO. Enter the whole new experience of Singapore's very own leading craft beers by Archipelago. Located conveniently at the heart of the central financial district, **BOULEVARD featuring craft beers by ARCHIPELAGO** is the new gourmet bar of choice to wind down after a day's work or enjoy a sumptuous lunch or dinner. Offering the complete range of craft beers by Archipelago Brewery, there are many diverse choices to make from- the Summer Ale, Wheat Bier, Bohemian Lager, Irish Ale, or its limited edition seasonal brews. The sampler selection will bestow the perfect opportunity to explore, discover and enjoy the entire range of these craft brews!

Accompanying the flavours of Archipelago Craft Beers is the extensive range of BOULEVARD's British Colonial Delights. Whether it is a fine gourmet feast or an astonishing all-rounder, diners will appreciate the combination of authentic British epicurean and colonial Singapura-Malayan specialties available here. Besides the sumptuous selection of Irish Lamb Stew, English sausage, and roast rib eye, one can also opt for the colonial influence of chicken curry, Malayan noodles and Peninsula skewer – a perfect balance of some tradition in a contemporary ambiance.

Not just catered to the working executive, **BOULEVARD featuring craft beers by ARCHIPELAGO** gourmet bar is the unique showcase of Singapore's very own local craft brewery that will appeal to tourists as well. Overseas guests can expect to bring home a memento and souvenir of BOULEVARD and ARCHIPELAGO's in-house merchandising item – a special 0.5L branded JUG. Visitors are warmly invited to explore a part of the unique Singapore's experience and return to their hometown with an indescribable craft beer and gourmet pairing memory.

Whether it is for dining or drinking occasion, **BOULEVARD featuring craft beers by ARCHIPELAGO** promises a unique experience not found anywhere else. Complete the experience with a satisfying range of palatable gourmet, diverse flavours of thirst-quenching Archipelago craft beers, and mementos that one can keep after leaving this place.

QUICK FACTS: BOULEVARD featuring craft beers by ARCHIPELAGO

Summary: Managed by **BLVD PTE LTD**, it is a gourmet bar that renders a gastronomical array of British Colonial delights that complements the full range of Archipelago craft beers. Conveniently located within the Financial District, it presents a perfect dining and bar experience to savor fresh handcrafted beers.

Established: 27 September 2010

Address: 9 Raffles Boulevard, #01-23 Millenia Walk
Singapore 039596

Telephone: +65 6883 2033

Fax: +65 6220 6920

Email: craftbeer@boulevard.com.sg

Website: www.boulevardcraftbeer.com

Area size: Approximately 1,300 sq ft

Capacity: Approximately 150 pax

Operating hours: Monday to Sunday - 11:00am till 12.00 Midnight Daily

Credit cards accepted: Visa / Master / Amex

Executive Directors: Daryl Chan, Jonathan Lim, Shers Lim

Marketing & Comms: Jez Lim

MENU



www.boulevardcraftbeer.com

APPETIZERS

- 8.80 Nachos Chips
- 10.80 Sea Bass Fingers
- 10.80 BBQ Chicken Tenders
- 12.80 Calamari (archipelago sauce only)
- 12.80 Buffalo Fried Shrimp
- 13.80 Honey Mustard Pork Steps

BOULEVARD FRESH JUICE

- 8.20 Orange
- 8.20 Watermelon
- 8.20 Apple
- 8.20 Tomato & Apple
- 8.20 Pineapple & Orange

NESPRESSO COFFEE

- 4.50 Long Black
- 4.50 Flat White
- 4.50 Latte
- 6.50 Cappuccino

BRITISH SPECIALTIES

- Shelfish Bisque 15.80
- Cobb Salad 14.80
- English Sausage & Mash 17.80
- Classic Fish & Chip 19.80 (archipelago wheat beer)
- Lemon Butter Dory 20.80
- Breaded Chicken & Chip 22.80
- Irish Lamb Stew 22.80 (archipelago ash ale)
- Custard Pork Chop 24.80

CLASSIC BURGERS

- 18.80 Garden Green with Cheddar
- 20.80 Scotland Yard B.T
- 20.80 Big Ben Bacon & Hog
- 22.80 Turkey Clubber
- 22.80 Red Devil Rooster
- 24.80 Bohemian Mushroom Burger (archipelago bohemian lager)
- 24.80 Guinness Bull Patters
- 24.80 Titanic Seafood Burger

ROAST OF THE WEEK

- 22.80 Rotisserie Chicken
- 22.80 Meat Loaf
- 24.80 Oven Baked Ribs
- 24.80 Roast Ribeye
- 28.80 Roast Rack of Lamb

COLONIAL SPECIALTIES

- Colonial Chicken Curry 15.80
- Singapore Carrot Cake 15.80
- Malayan Sweet & Spicy Noodles 16.80
- Oriental Rice Noodles with Shrimp 16.80
- Tandoori Fish Cutlet 18.80
- Dry Masala Chicken 18.80
- Peninsula Meat Sweeney 20.80
- Lamb Rogan Josh 20.80

ENGLISH BREAKFAST (Sat & Sun Only)

- 14.80 Poached Eggs, Caramel Hash, Herb Potato
- 15.80 Sunny Side Eggs, Bacon & Mushrooms
- 16.80 Scrambled Eggs, Sausages, Grilled Tomato
- 18.80 Britannia Big Breakfast

* served with fresh juice of the day

BOULEVARD SIGNATURE

	8pcs	12pcs	16pcs
Crackling Pork Belly	9.80	13.80	16.80
Traditional Spice Wings	10.80	15.80	17.80
Crasy Hot Sauce Wings	11.80	16.80	18.80
DC Prime Ribs	12.80	18.80	22.80

SIDE ORDERS

	Single	Group
Crispy Wheat Cracker (Popadum)	3.80	6.80
Cashew Basmati Rice	4.80	7.80
Oliver Butter Rice	4.80	7.80
Colinlaw	5.80	8.80
Bacon Baked Beans	8.80	12.80
Mashed Potatoes with Gravy	8.80	12.80
Crispy Onion Rings	9.80	14.80
Natural Cut Fries	9.80	14.80
Cheese Fries	10.80	15.80
Curry Wedges	10.80	15.80

Archipelago Beer on Draft		1700HR - 2200HR		2200HR - 2400HR	
	1100HR - 1700HR				
0.3L Glass	8.80		9.80		12.80
0.5L Glass	10.80		12.80		15.80
1.0L Jug	18.80		21.80		26.80
1.5L Jug	25.80		29.80		38.80



ABOUT BLVD PTE LTD

BOULEVARD is the leading Corporate Dining Bar for many working executives in seeks of quality dining in a chill-out bar environment. It is also the perfect business dining & entertainment venue found only in the financial district area, and in the heart of many major office towers. **BOULEVARD** offers a chain of full fledge Dining-Bars with alfresco element that serve quality dining cuisine in a bar setting. Established since 2006, it caters the needs to Business Executives and has maintained a steady pool of corporate regulars.

Presently **BOULEVARD** operates its **RESTROBAR** at the Red Dot Traffic Building, with **BOULEVARD** featuring craft beers by **ARCHIPELAGO** recently open its doors at Millenia Walk in end September, and **BOULEVARD BAYFRONT** slated to open in mid November 2010 at the Marina Bay Financial Centre.

The quality consistent and trusted choice of F&B venue for the Corporate, **BOULEVARD** extends three diverse dining bars - each of its own signature style to suit any occasion:

BOULEVARD RESTRO BAR (Flagship Outlet)

**Since June 2006*

Address:

28 Maxwell Road #01-03
Red Dot Traffic Building
Singapore 069120

BOULEVARD (Craft beers by Archipelago)

**Since September 2010*

Address:

9 Raffles Boulevard #01-23
Millenia Walk, Times Square
Singapore 039596

BOULEVARD BAYFRONT (Seafood, Carpaccio & Wine)

**Opening mid November 2010*

Address:

8 Marina Boulevard #01-02
Marina Bay Financial Centre, Tower 1
Singapore 018981

BOULEVARD RESTROBAR - Offers the bustling citytown area with superlative Mediterranean cuisine, in surroundings of unmatched vibrancy and charm. Also available for private event bookings, **BOULEVARD RESTROBAR** presents a complete corporate portfolio of equipments and aid; wireless internet, audio & visual systems, projector, plasma screens and laptop to carry out any corporate needs – of course followed with an evening of cocktail in a contented well-designed environment. (www.boulevardrestrobar.com)





BOULEVARD featuring craft beers by ARCHIPELAGO - Whether it's for dining or drinking occasion, **BOULEVARD** featuring craft beers by Archipelago is a gourmet bar that promises a unique experience not found anywhere else. Complete the experience with a satisfying range of palatable gourmet, diverse flavors of thirst-quenching Archipelago craft beers, and a memento that one can keep after leaving this place. (www.boulevardcraftbeer.com)

BOULEVARD BAYFRONT – The chic and trendy designer-like interior, dazzling unblocked view of the Marina Bay Waterfront, quixotic alfresco seatings under the stars and the accompanying eminence cuisine of Seafood, Carpaccio and Wine are the reasons for the draw of this place. **BOULEVARD BAYFRONT** is positioned within the Ground Plaza of Singapore's very new financial hub, **MARINA BAY FINANCIAL CENTRE** - quoted as Asia's BEST business address and the centerpiece of Singapore's redevelopment of the City.



** Artist Impression – Boulevard Bayfront*

OPENING SOON IN NOVEMBER 2010!
(www.boulevardbayfront.com)

BLVD PTE LTD – CORPORATE OFFICE

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ABOUT ARCHIPELAGO BREWERY

Company Backgrounder

Singapore in the late 1920s and early 1930s experienced much of the same economic roller coaster ride as the rest of the world, with local businessmen making and sometimes losing great sums on rubber, tin, or trading and shipping. But the Indochina archipelago was a vibrant region – a land of opportunities. So every day, rugged and adventurous individuals arrived in Singapore from all walks of life, as laborers, craftsmen, traders, and business people all having a common destiny, a sense of adventure, and a longing to discover something better for themselves.

It was against this backdrop that a German brewing group decided to take a chance and start a new venture in Singapore. With the finest brewing equipment available and a Brew master with a yearning to explore, they established the Archipelago Brewery Company in 1931. The brewery was set up along Alexandra Road and their beers quickly won accolades and a strong local following. Although the venture was a success, fate was not on their side. In the late 1930s, as the world headed towards WWII, the brewery was annexed by the British government and was later sold to Malayan Breweries (Singapore) Pte Ltd in 1941, now known as Asia Pacific Breweries (APB).

In 2006, the spirit, passion and brewing techniques of the original brewery have once again been revived with the Archipelago Brewery and its range of bespoke handcrafted beers. Inspired by the adventure, romance and craftsmanship of the original brewery, the Archipelago Brewery has created craft beers that combine the best of the brewing traditions. Archipelago Brewery is now a business of Asia Pacific Breweries Singapore.

Archipelago has been specially created with the vision of adding a new dimension to the beer brewing and drinking culture in Singapore. The newly-introduced range of Archipelago beers, specially brewed by a highly experienced Brewmaster, represents the very best of the tradition and culture of beer brewing that will certainly promise an unforgettable drinking experience.



VARIANT FACT SHEET

Explore. Discover. Enjoy

Archipelago Summer Ale



- Brewed from 100% Pilsner malt and fruity English Ale yeast
- Light and fruity beer with mild malt flavours
- Crisp and clean with slight bitterness

Archipelago Wheat Bier



- A refreshing wheat ale with mild citrus flavours
- Refreshing and tangy with hints of calamansi lime
- Awarded Silver medal in the “Fruit, Spiced & Herb flavoured beers category” at BrewNZ International Beer Awards

Archipelago Bohemian Lager



- Brewed with traditional Lager techniques and Lager yeast
- Crisp and clean with full body and mouth feel
- Filtered with brilliant clarity and shine
- Malty and mildly “hoppy” with spicy note of Czech hops

Archipelago Irish Ale



- Brewed with roasted malt and traditional Irish ale brewing technique
- Classic ale with nutty and slightly roasted malt flavours
- Rich tasting with slight bitterness and mild dry silky finish

ABOUT COLIN PAIGE, BREWMaster OF ARCHIPELAGO BREWERY

Colin Paige is the Brewmaster for Archipelago Brewing, a wholly-owned subsidiary of Asia Pacific Breweries Singapore (APBS). In this role, Colin is responsible for the development and production of all the Archipelago beers and is the brand ambassador for the brewery.

Prior to joining Archipelago Brewery, Colin worked as a Brewmaster with Toohey's (Lion Nathan) in Sydney, Australia where he oversaw the brewing of a portfolio of beers such as Heineken, Becks and Hahn Premium.



** Mr. Colin Paige, Archipelago Brewmaster*

From 2000 to 2008, Colin took on the role as Head Brewer for one of New Zealand's well-known craft breweries, Mac's, where he created numerous award-winning craft brews including Sassy Red, Wicked Blonde, Hop Rocker, Great White and New Zealand's first-ever green hopped beer, Brewjola.

Colin started his brewing career as an apprentice in two of England's finest craft beer breweries, Fullers and Hop Back Brewery where he brewed one of England's most awarded beer in the 90's, Summer Lightning and Taiphoo, a beer that won England's ultimate curry beer competition.

With a background in Science, he was accepted into Scotland's prestigious brewing school, Heriot Watt University in Edinburgh in 1993, and graduated with an Honours degree in Brewing and Distilling.

An ardent advocate of handcrafted beer and food pairing, Colin has hosted more than 100 beer appreciation dinners and was most recently on the panel of judges at the acclaimed World Beer Cup 2010 held in Chicago.

In his spare time, Colin enjoys mountain biking, sea fishing, travelling and meeting new people.