

January 2008

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Simon Israel As Non-Executive Director
And Chairman-Designate

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Announced With S\$2.25 Million Injection
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ASIA PACIFIC BREWERIES LIMITED

ON TAP

Asia Pacific Breweries Around the World

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Asia Pacific Breweries Appoints Simon Israel As Non-Executive Director And Chairman-Designate



01 | Non-executive Director and Chairman-Designate, Mr Simon Israel

On 27 November 2007, Asia Pacific Breweries Limited (APB) announced the appointment of Mr Simon Israel as a non-executive Director, and Chairman-designate of the Company, with immediate effect.

Dr Michael Fam, who has been Chairman of the Company since February 1990, has intimated that he will not offer himself for re-appointment when he retires at the Company's forthcoming Annual General Meeting ("AGM") on 29 January 2008.

The Board has agreed that upon his re-appointment at the AGM, Mr Israel will be appointed non-Executive Chairman of the Board of the Company.

Commenting, Dr Fam said, *"The Board warmly welcomes Mr Israel to the APB Group, and is delighted that he has agreed to take over the Chairmanship of the Board. Mr Israel's wealth of experience in Fast Moving Consumer Goods and Food and Beverage, through his years in Sara Lee Corporation and Danone where he was Chairman of Danone Asia Pacific, makes him the ideal candidate to lead APB's continued growth and expansion."*

Said, Mr Israel, *"APB is a company with a very rich heritage built on the Tiger and Heineken brands and a long standing relationship between F&N and Heineken. I look forward to working with the Board and Management of APB and both of our partners on the next phase of the Company's development."*

Mr Israel had a 22-year career across the Asia Pacific Region in the Sara Lee Corporation which is a US\$ 20 billion MNC, until 1996, progressing from Country Head to Head (Household and Personal Care) of Asia Pacific.

He joined Group Danone, a global Food & Beverage Group, in 1996, and was both a member of the Group Executive Committee and Chairman Asia Pacific until June 2006, reporting to the Chairman. With Danone, he is credited with a number of significant acquisitions by the Danone Group in the Asia Pacific Region.

Mr Israel is an Executive Director of Temasek Holdings (Private) Limited. He is a Director of Fraser and Neave, Limited, Singtel and Neptune Orient Lines Limited, and Chairman of the Singapore Tourism Board.

Dr Michael Fam Retires As APB Chairman



01 | Chairman, Dr Michael Fam

After serving the company with distinction for close to 29 years, Dr Michael Fam will retire as Chairman of APB on 29 January 2008. Dr Fam joined the APB Board as Director on 15 August 1979 and was appointed Chairman on 27 February 1990. During Dr Fam's tenure as Chairman of APB, he played a critical role in influencing the strategic direction of APB.

Dr Fam was instrumental in the formation of Asia Pacific Investment Pte Ltd, a 50:50 joint venture between our shareholders, Fraser and Neave, Limited and Heineken. The milestone has since served as a catalyst for the spectacular growth of APB, providing it with a springboard to enter new markets in the Asia Pacific. Over time, the APB Group grew from five breweries in three countries in 1990, into a brewer with a portfolio of 32 breweries in 11 countries today. By the first quarter of 2008, APB will have three more breweries in China, India and Laos.

Yet another early significant change initiated by Dr Fam was the relocation of the old *Anchor* Brewery and *Tiger* Brewery at Alexandra Road to a single state-of-the-art brewery at Tuas in Singapore. Likewise, Dr Fam also played an active part in the merger of APB's Malaysian subsidiary with Guinness Malaysia Berhad in 1989 to form Guinness Anchor Berhad. This merger led to a rationalization of production facilities and ultimately resulted in the consolidation of all production at one location.

In 1990, Dr Fam spearheaded efforts to form a 50:50 joint venture between APB and Brierley Investments Ltd to hold a controlling interest in Magnum Corporation Ltd of New Zealand, which owned Dominion Breweries Ltd, some liquor wholesale and retail businesses and a significant wine production division. Today, following restructurings and divestments, APB owns 100% of DB Breweries, which is focused entirely on beer and remains one of the consistent contributors to APB's bottomline.

Under Dr Fam's dynamic leadership, APB has enjoyed a golden era of expansion within the region. Through judicious capital investments, APB's regionalisation strategy has also brought steady and consistent improvement in earnings over the years. Today, Group Revenue and Attributable Profit before Extraordinary Items, at \$1.78 billion and \$133 million respectively, have more than doubled that in 1990. Market capitalisation, meanwhile, has risen more than three-fold from \$1.23 billion in 1990 to \$3.83 billion in 2007.

Owing to his sound leadership, tireless efforts and unwavering commitment to the development of APB, the Group has become one of the most respected brewing groups in the Asia Pacific region.

APB would like to convey its deepest appreciation for Dr Fam's contributions to the growth and well-being of the APB group over the last 29 years, and wish him all the very best in his retirement years.



CEO's Message

Charting A Unique Growth Profile For APB

Much has changed in the brewing landscape. Of course, the shape of APB's business too has changed. It is startling to reflect on the impact of change on our Group. During APB's first wave of regionalisation which started some 17 years ago, we expanded our business from Singapore, Malaysia and Papua New Guinea to the markets of Indochina, China and New Zealand amongst others. We took proven tools and expertise from Singapore and adapted them to these local markets, working on developing our businesses there. Our key objectives then were clear – i.e. to chart a unique growth profile for the Group to deliver sustainable and profitable growth into the future; as well as to reduce our reliance on the mature Singapore beer market.

Building on our growth profile, we embarked on our second wave of expansion some six years ago. This time, we focused on forging a stronger presence in long-term growth markets; and orientated ourselves towards top-line growth markets, principally the emerging markets. We have since extended our footprint in China and Vietnam; entered Sri Lanka and India; and ventured into emerging markets such as Mongolia and Laos before the other brewers catch on.

Growth and geographical expansions are only justified if they deliver shareholder value. Currently, Papua New Guinea and the markets where we have established strong operations in the 1990s (i.e. Indochina and New Zealand)

are responsible for a major part of Group earnings although Singapore remains a significant contributor. Thus, we need to work towards the next phase of growth when our new business ventures in Mongolia, Laos, India and Sri Lanka begin to contribute to group earnings.

It is critical that we keep charting that growth profile for APB. We must not be oblivious to the increasing competition and constant evolution in our market place. Not only do we face stiff competition from global brewers that have brought their beers to this region, we also have to contend with the local players which have grown stronger over the years. We are all jostling in the same market place, vying for the same drinkers.

Yet another year has gone by. Thanks to your hard work and dedication, we wrapped up FY2007 with a robust top line growth. Although organic bottom line growth was good, temporary gestation losses did nibble at our attributable profit.

I expect 2008 to be an exciting year with our greenfield breweries in Vientiane, Laos and Hyderabad, India; as well as Kingway's new brewery in Foshan, China coming on stream in the first quarter of the year. Let's not lose sight of our objectives and stay focused in order to make 2008 another banner year!

Koh Poh Tiong
Chief Executive Officer
Asia Pacific Breweries Limited



01 | Cambodian physiotherapists receive their internationally recognized certificates at the graduation ceremony. Witnessing their graduation are (from left to right) Mr Lieven van der Borch, General Manager of Cambodia Brewery Ltd, Dr Tan Tay Keong, then Executive Director of SIF, His Excellency Lawrence Anderson, Singapore's Ambassador to Cambodia, His Excellency Ith Sam Heng, Minister of Social Affairs, Veterans and Youth Rehabilitation, Dr Khath Sophal, Vice Rector of the (Cambodia's) University of Health Science, Ms Ang Hui Gek, Director of Postgraduate Allied Health Institute of Singapore General Hospital, and Mr Bruno LeClercq, Country Director of Handicap International (Belgium)

Thanks to the Asia Pacific Breweries Foundation (APB Foundation), 10 Cambodian physiotherapists received an internationally-recognised Advanced Certificate in Physiotherapy Practice at a special graduation ceremony held in Phnom Penh, Cambodia on 9 July 2007.

12 months earlier, the graduates had undergone a training programme called the APB Foundation-SVO Specialist Team (Physiotherapy) Project funded by the APB Foundation. Jointly crystallised and implemented by the Singapore International Foundation (SIF) and Cambodia's Disability Action Council, the post-graduate training for Cambodian physiotherapists was designed to raise the standard of Cambodia's health care and rehabilitation system for the disabled community.

Fielded by SIF, 11 specialist volunteers from Singapore's Postgraduate Allied Health Institute and Singapore

Cambodian Physiotherapists Graduate From APB Foundation-funded Project

Physiotherapy Association have been travelling to Phnom Penh, conducting regular practical and training sessions on assessment, physiotherapy treatment and exercise prescription for musculoskeletal disorders amongst others.

Apart from enhancing knowledge and developing skills in providing better care for the disabled patients, these graduates also learnt how to transfer the craft to fellow physiotherapists so as to gradually enlarge the local pool of trained physiotherapists and enable nearly 30,000 disabled people in Cambodia today.



Sharing skills in caring for ailing patients in Cho Ray Hospital in Ho Chi Minh City

Raising Standards Of Palliative Care In Vietnam

After three years, an APB Foundation-financed initiative, named the APB Foundation-SVO Specialist Team (Palliative Care) Project, designed to raise the quality of palliative care in Vietnam came to a close amidst much fanfare in a closing ceremony held in Hanoi on 16 November 2007.

The project was launched in 2005 to share Singapore's experience in caring for the terminally-ill. It also aimed to expand the palliative skills of healthcare professionals in Vietnam. Two teams of volunteers from Singapore comprising

APB Foundation Signature Art Prize Series Announced With S\$2.25 Million Injection From The Foundation

The APB Foundation has once again shown itself to be a patron of the arts. The Foundation recently entered into a long-term partnership with the Singapore Art Museum and will donate \$2.25 million over the next 15 years towards the newly designed APB Foundation Signature Art Prize series, aimed at promoting regional art.

The Art Prize is a quality mark of distinction and excellence awarded to artists whose work represents a significant development in contemporary art. It features a total of five awards amounting to \$85,000 in cash prizes, including a grand prize of \$45,000, making it the highest juried art prize in the region.

Speaking at the cheque presentation ceremony on 30 October 2007, Trustee and Chairman of the Advisory Committee, APB Foundation, Mr Koh Poh Tiong, said "It is

ultimately, our intention that the APB Foundation Signature Art Prize will be to the Asia Pacific region what the John Moore's Painting Competition is to the United Kingdom; and, the RBC Canadian Painting Competition is to Canada. I am confident that the APB Foundation Signature Art Prize will put Singapore on the regional, if not global, map for the arts."

Starting in 2008, the Art Prize will be held every three years for the next 15 years and is open to artists from 12 countries in the Asia Pacific region, namely Cambodia, China, India, Laos, Malaysia, Mongolia, New Zealand, Papua New Guinea, Singapore, Sri Lanka, Thailand and Vietnam. The inaugural APB Foundation Signature Art Prize will be curated by the Singapore Art Museum, with an international jury panel on hand to assist in the selection process. The winning artwork will secure a place in the Museum's permanent collection.



01 | Mr Koh Poh Tiong presents the cheque to the Singapore Art Museum on behalf of the APB Foundation. From left, Mr Michael Koh, CEO, National Heritage Board, Mr Koh Poh Tiong, Trustee and Chairman of the Advisory Committee, APB Foundation, Dr Lee Boon Yang, Minister for Information, Communication and the Arts, and Mr Kwok Kian Chow, Director, Singapore Art Museum

doctors, nurses and other medical specialists made 12 missions trips to Hanoi and Ho Chi Minh City to conduct training sessions there. Through the programme, medical personnel from the National Cancer Hospital in Hanoi and Cho Ray Hospital in Ho Chi Minh City learnt both the practical knowledge and soft skills in caring for the terminally-ill.

Mr Koh Poh Tiong, Trustee and Chairman of the Advisory Committee, APB Foundation said, "One of the objectives of the APB Foundation is to play a constructive and developmental role in building more effective communities by focusing on providing stability and supporting human development, both at home and in the Asia Pacific region. Given APB's growing presence in this part of the world, we believe in engaging in the communities and neighbourhood in which we have built our breweries. Today, APB is in 11 countries with 32 brewery

operations. We believe that our partnership with SIF in this project as well as the recently completed APB Foundation-SVO Specialist Team (Physiotherapy) Project to serve the disabled community in Cambodia, will go a long way in benefiting the disadvantaged in these communities."

Developed and implemented by the Singapore International Foundation in conjunction with Cho Ray Hospital and the National Cancer Hospital, the programme has enabled 90 doctors and nurses who can now adapt the skills and knowledge gained to suit the local environment and provide better care for the terminally-ill. Subsequently as they transfer such knowledge and expertise to other medical practitioners in other parts of Vietnam, those who reside in areas beyond Ho Chi Minh City and Hanoi, too can benefit from the programme.

Tiger Translate 2008 Promises A Bigger Showcase



01

After two years of unearthing the best in emerging Asian creativity, *Tiger Translate* has garnered external validation from some of the world's leading publications and industry experts. The creative platform which *Tiger* leverages to portray its contemporary Asian spirit and passion for winning has also worked to spur emerging Asian artists to scale greater heights in their artistic pursuits and boost their profile at the various *Tiger Translate* global events in 2007.

Tiger Translate 2007 received a wealth of content created by 75 *Tiger* Asian Kinetic Artists and these works were praised and recognised by style-leading magazines such as *Creative Review*, *Dazed & Confused*, *Arena* and *FHM*. These works will be further leveraged in the third year of *Tiger Translate* through a series of OPCO-led initiatives before culminating in a global event in London in August 2008.

Tiger Translate 2008 promises a bigger showcase than ever while the platform remains true to its central proposition of showcasing emerging Asian creativity. A greater participation by artists from across Asia can be expected and *Tiger Translate* will also widen its creative scope to include music and film.

Two new themes that embody the *Tiger* brand, *Energy* (representing the youthful energy and winning spirit at the heart of *Tiger*) and *Future* (symbolising *Tiger's* constant progression and forward-looking nature) will be introduced for artists to interpret in the context of contemporary Asia. The new themes will supplement the critically acclaimed works that have already been produced for *Rise* and *Gold* in 2007.

Recent *Tiger Translate* Events

China

Themed *Gold*, *Tiger Translate 2007's* third installment for the year hit Beijing on 14 July 2007. This time, the famous 798 Space in Beijing's Factory 798 Art District housed the artworks of the final 25 of 75 Asian Kinetic Artists (*Tiger* AKAs) shortlisted in 2007.



02

01 | Cool lighting and "live" music wowed the guests at *Tiger Translate* Beijing

02 | Artwork from *Tiger Translate* New York 2007 on display at *Tiger Translate* Thailand

Like every *Tiger Translate 2007* global event, the highlight of this final leg has been the on-site collaboration between the international and emerging artists from Asia. This time, four established artists from Australia, UK and Germany teamed up with local Chinese talents on an east-meets-west fusion of artworks rendered on giant canvases.

Apart from appreciating "live" visual arts, the 1,000 guests and media in attendance also experienced "live" music performed by local band Huzi while hip-hop MC Raph together with two of China's best known DJs thrilled the crowd with the latest in dance music.

Thailand

Taking a leaf out of *Tiger's* global platform *Tiger Translate*, Thai Asia Pacific Breweries (TAPB) adapted the global event and organized its very own *Tiger Translate* Thailand (TT Thailand).

After two months of music and art parties held nationwide, TT Thailand will culminate in the *Tiger Translate* Music and Art Festival in January 2008. The event will select the band whose performance distinctly stands out during the event. The eventual winner will earn a rare chance to perform at the *Tiger Translate 2008* Global Showcase to be held in London.

Commenting on the initiative, Mr. Ronnie Teo, Commercial Director for *Tiger* at TAPB said, "*Tiger Translate Thailand* is all about empowering the artists and musicians to translate the spirit of Asia onto canvas, graphics and into music. We are very excited to showcase the creative facet of *Tiger* through this platform."

SPB's Beers Score Golds At Monde Selection



01 | (left to right) SPB's Marketing Manager, Tzao Shen Tan, Brewery Manager, Kuri Yuwai and Technical Manager, Daniel Khaw proudly displaying the three gold medals

May saw South Pacific Brewery's (SPB) three iconic beer brands – *South Pacific Lager*, *South Pacific Export Lager* and *Niugini Ice beers* – winning gold medals at the 2007 Monde Selection in Barcelona, Spain. In fact, this is *South Pacific Export Lager's* second consecutive win.

Commenting on the awards, SPB's Technical Manager Mr Daniel Khaw said, "The recognition was an affirmation of the superior quality of SPB's beers and signified that they are now recognised on the world stage as some of the very best. The honour was also an acknowledgement of SPB's commitment to brewing only top quality beers."

Monde Selection is the most representative organization in the field of Quality Selections world-wide. The institute has in the past decades, granted awards to organisations including brewers which have constantly pursued excellence in their brewing process and techniques or have used the finest ingredients in their products.

HBL Sponsors The Vietnam Beer Festival

In a bid to enhance the visibility of its beers, Hatay Brewery Limited (HBL) became one of the main sponsors of the Vietnam Beer Festival 2007. Organised by the Vietnam Beer and Beverages Association from 10 to 12 August 2007, the festival offered HBL the opportunity to present its wide range of beers to local trade partners, distributors and loyal fans.

Apart from showcasing its well-known brands such as *Tiger*, *Heineken*, *Anchor*, *Bivina* and *Foster's*, HBL also displayed its modern beer production equipment which impressed the festival goers. To enable appreciation of its beers, there was also an open-air beer garden which saw visitors mingling and savouring the fresh brews of HBL. In fact, the event found new fans for the various HBL brands, fulfilling an objective of HBL's participation.



01 | Roybony Gegesana, Utilities Operator with the Engineering Department checking out the new canning line

SPB Upgrades Canning Line

SPB recently upgraded its canning line at Gordon Brewery, Port Moresby, to better serve beer lovers in Papua New Guinea. The new packaging line which is more efficient, allows SPB to better meet the increasing demand for their world-class products.

SPB's General Manager, Mr Stan Joyce, described the upgrade as necessary and timely for SPB to maintain its supply of top quality brews for the market. He also added, "While every drinker appreciates a crisp, cold beer to quench his thirst, attractive packaging is one factor that attracts a drinker to reach out to a particular brand of beer for the first time. The new canning line which comes with greater flexibility and improved functions would enable us to enhance our packaging and enrich the enjoyment of a good beer for our drinkers."



01 | Visitors waiting to savour HBL's fresh brews

Mr Kong Wai Tai, Acting General Manager of HBL, said "Drinking beer is part of the tradition and culture of the Vietnamese. We are excited to be a part of the festival which allows us to reach out to our target consumers. At HBL, not only do we produce, promote and distribute the world's leading brands but also constantly leverage the most appropriate platforms to bridge our connection with the Vietnamese consumers."

01 | Local celebrities enjoying the new brew - *Samui*, which was brewed especially for the occasion

Archipelago Celebrates A Year Of Excellence In Craft

On 24 July 2007, *Archipelago* celebrated its first birthday amidst a glittering crowd of celebrities, media friends and VIPs. This joyous occasion was a culmination of the many achievements in the past 12 months.

In true *Archipelago* tradition, *Archipelago's* brewmaster came up with an exclusive birthday variant - *Archipelago Samui* which is brewed with calamansi lime and pandan leaves, to commemorate this special occasion. Guests at the party not only enjoyed this latest addition to the *Archipelago* family, but were also treated to a mouth-watering array of local cuisine paired with their favourite *Archipelago* craft beers.

During its first year, *Archipelago* has not only succeeded in making house-hold names of its three variants - *Archipelago*



Traveller's Wheat, *Archipelago Straits Pale* and *Archipelago Trader's Brown Ale*, but it has also gone on to introduce various special edition brews such as the popular *Archipelago Ming* and *Archipelago Java*, just to name a few.

A mark of *Archipelago's* growing presence and popularity, a second outlet, The Straits, was opened in late 2006. More recently, with the introduction of its three main variants in pint bottles, *Archipelago* gave its fans more reasons to enjoy their favourite bespoke beers, in the comfort of their own homes.



Cheers to another great Oktoberfest | 01

Erdinger Brings Back The Biggest Beer Festival

The world's most famous beer festival returned to Singapore's sunny shores in an even bigger and better way! *Erdinger*, the world's most popular wheat beer, brought the festival back for five days of heady Bavarian revelry from 23 to 27 October 2007.

This year's two-month long Oktoberfest celebrations kicked off in August with the introduction of festive Oktoberfest packs, followed by a whole host of preview activities as well as a series of "live" band performances. This culminated in the five-day festival - the *Erdinger Oktoberfest 2007* - at Merchant Loop.

"Oktoberfest is internationally synonymous with celebrating the best of German culture - traditional food and entertainment together with the very best beers," said Mr Desmond Tan, Marketing Manager for *Erdinger* at Asia Pacific Breweries Singapore. "*Erdinger* is proud to be part of this rich cultural exchange and with the success of *Erdinger's* foray into Oktoberfest celebrations in Singapore over the last two years, it is no wonder that the spirit of Oktoberfest is even bigger and better in 2007."

This year's event attracted over 4,000 revellers, starting with a grand Opening Street Parade that kicked-off five days of glorious food, fun and entertainment in October.



01

Tiger Celebrates Award-winning Legacy With New Campaign

One of the *Tiger: World Acclaimed* buses making the brand's presence felt across the island | 01

The latest above-the-line campaign by *Tiger* swept across Singapore from August till September 2007. Aptly named *Tiger: World Acclaimed*, the award-winning legacy of *Tiger* took centre-stage in this campaign, highlighting the multiple achievements of the home-grown beer in the international arena.

Since 1932, *Tiger* has evolved to become a world-acclaimed beer, winning an extraordinary number of medals including the Gold medal at the Brewing Industry International Awards 1998 (UK), Gold Awards for four consecutive years at the Selection Mondiale and most recently, the highly-coveted Gold medal in the European-style Pilsner category at the World Beer Cup 2004.

Targeting the discerning Singapore public, a series of TV, cinema and outdoor advertisements which reinforced the brand's world-class status and tradition of excellence, was rolled out in phases island-wide as part of the *Tiger: World Acclaimed* campaign.

Tiger-branded taxis and buses took to the streets and two flagship bus stops were planted right in the heart of Orchard - Singapore's popular shopping belt.

To top it all off, the high human traffic Orchard MRT station underpass was dressed up as a unique *Tiger* 'Walk of Fame'. Wall and floor stickers together with scrolling panels showcased the many awards *Tiger* has garnered over the years, in a fine display of sheer brand excellence. The eye-catching visuals were impossible to miss, grabbing the attention of shoppers and passers-by.

Baron's Launches In India

Baron's Strong Brew is making history in India as APB Aurangabad's first premium strong beer to be brewed locally.

Baron's which comes in 650ml and 330ml bottles, was launched in Maharashtra on 23 September 2007. With the intent of carving out a strong position in a market where two thirds of beer volumes come from strong beers, the brand will be strategically extended to key markets in the country.

Mr Vivek Chhabra, Regional Director, South Asia & Group Business Development, APBL, said, "*India is one of the fastest growing beer markets in the world and we are very excited at the launch of our leading international premium strong beer brand in India. Baron's Strong Brew is an award-winning international premium strong beer and aims to pioneer the development of the international premium strong beer segment in India.*"

As a brand of APB's winning portfolio, expectations for *Baron's* are high. "*We believe Baron's Strong Brew's European heritage and superior taste will be a draw to many discerning*

beer drinkers and we shall further leverage these merits to enhance the brand's appeal and connection with our consumers," said Mr Ravi Kaza, Chief Operating Officer for APB Aurangabad.

The Indian market is seeing strong growth with the market closing at an estimated 10.8 million hectolitres at the end of March 2007. While the CAGR for the past five years was about 13%, the industry was reported to have grown at 18% and 27% respectively in the last two years. The total Indian beer market is expected to touch 300 million cases (i.e. 23.3 million hectolitres) by 2012.





Monteith's Ranks Amongst World's Best Beers

01 | Mr Andy Daniells toasting *Monteith's* - a newcomer and already a big success

award in the 4.3 to 5.5 ABV Lager category and was ranked fifth on the privileged list, with judges commenting that the lager has "the most stylish bottle in the competition".

Monteith's Export Business Development Manager, Mr Andy Daniells attributed the newcomer's success to their long history in brewing beer. "The international recognition is a testament to 130 years' of brewing excellence and a dedication to *Monteith's* unique brewing traditions, which create the natural, traditional, full flavoured and refreshingly crisp taste of the *Monteith's* family of beers."

Awards were given out at the IBC awards ceremony in London on 3 October 2007. Earlier in the year, *Monteith's* made a splash in the UK, selling out its original shipment in just three months.

Just five months after its launch in the UK, DB breweries' *Monteith's New Zealand Lager* was crowned one of the top 50 beers for 2007 at the prestigious International Beer Challenge (IBC).

Held annually, judges at the largest packaged beer competition in the world assessed beers based on their packaging and taste, with the finest making it to the renowned list of "World's 50 Best Beers". *Monteith's* won the "Best in Class"



DB Breweries recently released three new pre-mixed drink brands in conveniently sized bottles and cans with an eye on capturing a market with increasing tastes for ready-to-drink beverages.

Launched on 1 June 2007, *Vudu* is a vodka energy drink lightly carbonated with a smooth rich flavour and high alcohol content of 8%. Ready-to-drink offerings with energy appeal are high in demand among active young adults and *Vudu*

DB Breweries Catches Rising Trend With New Ready-to-Drink Products

expressly caters to this rising trend. It combines vodka with the mystical properties of the Amazon (Guarana and Acai Berry) to give consumers maximum energy in minimum time.

Encouraged by the success of *Barrel 51*, DB unveiled *Barrel 71*, a rum and dry cola variant with 5.3% alcohol on 1 August. Using classic golden rum from the Caribbean and a natural dry Cola, *Barrel 71* offers a smooth, mellow taste, perfectly balanced for a more masculine drinking experience.

For the modern, vibrant crowd, DB introduced *Vodka Fuse* on 1 October. Available in four innovative fruit flavours - lemon and lime, raspberry and cranberry,

orange and mango, and pineapple and passion fruit - the 5% alcohol vodka-based beverage comes in a 330ml glass bottle, offering consumers the option of a light refreshing drink at greater value for money.



Heineken Plays Host To Rugby World Cup Trivia Series



01 | The winning team, the Penalty Tryhards, with Ashley Milkop (second from left), Barry Nichols, Mark Edgecomb and Matthew Berg flanked by Andrew Roborgh, then *Heineken* Assistant Brand Manager (left) and sports broadcaster Keith Quinn as MC (right)

Heads were scratched and nails were bitten as three teams from around New Zealand competed in the final of the Rugby World Cup *Heineken* Trivia Series in July.

The trivia series is a classic socialising activity designed in a quiz format which most New Zealanders are familiar with. Each quiz focused on a particular world cup year with several rounds focusing on the teams, players, statistics and iconic moments.

Organised by DB Breweries, this on-premise event was part of *Heineken's* Rugby World Cup sponsorship. The eight-week trivia series which was held in more than 60 bars around New Zealand saw more than 3,500 Kiwis competing for the grand prize - a trip to France to catch the Rugby World Cup final in October 2007. The winning team of four experienced first class *Heineken* hospitality during the trip.

On the result of the campaign, *Heineken* Brand Manager, Mrs Jacqui Clement said, "Awareness of *Heineken's* association with the Rugby World Cup increased over the two-month period."



01 | Mongolia's very own *Sengur Beer*

A Mongolian Beer In The Name Of Friendship

To expand its brand portfolio and cater to the mainstream segment of Mongolia's beer market, MCS-APB introduced a new beer brand that reflects the Mongolians' friendly and relaxed lifestyle. Called *Sengur Beer*, the lager brew with 4.8% alcohol was launched in August 2007. The beer is specially concocted to suit local taste buds with the use of Mongolian barley as one of its ingredients. Available throughout the country, *Sengur* comes in 45cl and 33cl bottles and draught.

Sengur is named after the Sengur River where the young Genghis Khan befriended Boorchi, his most loyal friend. The brand name brings to mind images of clear blue skies and flowing water; and the same time, signifies strong friendships and warm camaraderie.

At the launch event held in the heart of Ulaanbaatar, local personalities and members of the public were amongst the first to savour the maiden brew of *Sengur*. Underlining the brew's tagline - "Friends become friendlier with *Sengur*" - the event entertained and re-enacted Genghis and Boorchi cementing their friendship over a *Sengur*.

Excited about the new brand and its potential, *Sengur's* brand manager, Mr Lkhagvadorj heartily proposed a toast, "A new Mongolian brand for friendship greets its nation."

Monde Selection Gold Medal For Cheers

Thai Asia Pacific Brewery's efforts in brewing a beer that was specially concocted for Thai beer lovers paid off when *Cheers* bagged a gold medal at the 2007 Monde Selection in May 2007. The recognition was given by Europe's most representative institution in the field of Quality Selections.

In keeping with international brewing standards, *Cheers* delights its drinkers with its full flavour and smooth taste. Embraced as a "cheerful and fun" beer, *Cheers* targets the young adult urban consumers.

Cheers comes out tops at the 2007 Monde Selection | 01





Tiger Ranks Amongst Top 15 Drinks Bought In UK

Tiger was ranked amongst the top 15 drinks bought by men in the UK, according to the July 2007 issue of GQ magazine, a UK lifestyle publication for men. The findings were gathered through a research and interviews conducted with 3,000 English men of 18 years and above; and of various professions.

The ranking was yet another testament that *Tiger* is one of the most popular beverage choices in the UK, where *Tiger* has established itself as the No. 1 imported Asian beer brand in terms of volume sold.

Award In Sales Excellence For Tiger Beer UK Representative

Tiger Beer UK's very own Ms Fiona Sweeney, a Senior Business Development Manager, was recently named CPL Sales Representative of the Year in Scotland. Judges of the category were on the look out for the sales person who gives value-added service to customers, understands his clients' businesses and his ability to work with licencees and managers to maximise sales for both.

Sweeney, *Tiger's* ambassador in Scotland for seven years now, stood out for her vast knowledge of the trade and strong commitment to the business. She believes in going the extra mile for all her customers and has shown strong capabilities in customizing activities for different avenues – much to the delight of her customers.

01 | Ms Fiona Sweeney with her well-earned award



01 | Guests propose a toast to *Tiger*

Tiger Enters Bahrain

In August 2007, *Tiger* appeared on the shelves of liquor stores and hotels in Bahrain. Launched as a premium import from the Far East, the brand targets expatriates and tourists to the middle-eastern country.

To appeal to drinkers there, exciting marketing events such as the *Tiger* Beer Chilli Crab Festival and *Tiger* Translate which have been successfully implemented in the various export markets of *Tiger*, will be replicated in Bahrain.

Bringing A Taste Of Singapore To New York...

The 4th Annual *Tiger Beer Singapore Chilli Crab Festival* hit Long Island City, New York on 19 August 2007 at the Riverview Restaurant. From noon, New Yorkers strolling between 48th and 50th Avenue were greeted by the unusual sight of lion dancers, martial artists and Asian cultural dancers performing to traditional Asian beats.

Visitors to the festival were given the opportunity to try signature Singaporean cuisine and the highlight was none other than Singapore's famous chilli crab. Renowned Singaporean food critic and celebrity chef, Ms Violet Oon was hands on with lively cooking demonstrations, adding sight and flavour to the event.



London's East End became a gateway to East Asia from 1 to 2 September 2007 as 15,000 beer and food aficionados gathered at the *Tiger Beer Singapore Chilli Crab Festival* for two whole days of food, beer and entertainment.



All smiles while enjoying a *Tiger* | 01

Reaching out to the community as well as arts and music lovers, *Tiger* made its presence felt at the Big Chill Festival 2007 held from 3 to 5 August 2007 in Herefordshire, UK.



01 | Visitors to the festival got a taste of Singapore's famous fare

Of course, no *Tiger Beer* event would be complete without the world-acclaimed beer making an appearance. Bottles of chilled *Tiger* were the perfect answer to parched throats and burning taste buds alike.

...And London

01 | Guests were treated to "live" entertainment and of course *Tiger*!

Held in London for the second time across three main venues in East London's Brick Lane, 4,000 whole crabs and 8,000 bottles of perfectly chilled *Tiger Beer* were devoured amidst the sights and sounds of traditional dragon and lion dances and *kung fu* demonstrations. Chicken satay, char kway teow and Hainanese chicken rice also proved to be crowd favourites.

Over the weekend, the secrets to some of Singapore's signature fare were revealed in live cooking demonstrations by Singaporean chef, author and reviewer, Mr Terry Tan.

Chilling Out With A Tiger

The Big Chill is an annual multimedia festival that offers a highly evolved, all-round experience that gathers festival goers for a wide variety of music and performance, art, dance, comedy and film. To some, the event was also about technology and its relationship with nature while there are others who embraced it as an event for artists to nurture their creativity.

Participating in the event for the first time, *Tiger* was offered at seven of the eight bars during the festival. A *Tiger* tent bar branded with an Asian theme, was also specially erected to reinforce the brand's Asian appeal. Over the three days, one out of every seven people who attended the festival consumed *Tiger*.



01 | Visitors enjoying *Tiger* and *Heineken* at the festival

02 | A strategically placed *Tiger* visual at the entrance

Tiger and *Heineken* made their presence felt at the Suzhou Beer Festival held from 27 July to 10 August 2007. An annual event, the festival is the largest beer event to be organised in the Jiangsu province.

Tiger And Heineken Participate In The Suzhou Beer Festival

Tiger Crystal, *Tiger Super Cold* and *Heineken Extra Cold* drew attention and wooed new fans at the festival. The two-week event which attracted beer enthusiasts and curious visitors, heightened awareness and generated brisk sales for *Tiger* and *Heineken* during the period.

Heineken Music Concert Series A Roaring Success



To enhance its rapport with young drinking adults in Beijing and Tianjin, *Heineken* held a series of music concerts, namely *Heineken Rock & Roll*, *Heineken Pop* and *Heineken Hip-Hop* from June to October 2007.

Heineken Rock & Roll was the first of the series to kick off on 16 June 2007 in Tianjin. The concert showcased popular Taiwan-based rock artistes, Ah Xin and Ah Duo who entertained the crowd with their well-known ballads.

Following the successful event in Tianjin was *Heineken Pop* which was staged in Beijing on 18 August. Determined to titillate the *Heineken* drinkers even more, this leg of the concert series was greeted by pop star Fish Leung and veteran Rock n' Roll singer Xu Wei.

On 13 October, *Heineken Hip-Hop* became the talk of the town in Beijing. Celebrities Huang Lixing and Ai Dai took the stage and performed for the thousands in attendance.

Over the six months, the *Heineken* brand made good rapport with the young and trendy through the series of *Heineken* concerts.

01 | Artists entertaining the young crowd

Heineken Launches Heineken Extra Cold...

Taking the heat out of a hot summer, *Heineken* gave Shanghai and Guangzhou their first tastes of *Heineken* Extra Cold in June. The refreshing and extra cold *Heineken* also arrived in Beijing in August.

Heineken of between 0°C to 2°C was served at various pubs and clubs located in these regions. To sustain the icy coldness of *Heineken* for longer, custom-made extra-cold jugs were also introduced to support the extra cold initiative.

Consumers from the off-trade channels were not left out of the extra cold experience. In fact, *Heineken* fans were able to take home their favourite beer at extra cold temperatures in specially designed sub-zero coolers.

01 | The extra cold experience kicks off in off-trade channels



01



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01 | Tiger Super Cold served between -2°C and 2°C

...While Tiger Kicks Off Tiger Super Cold

To meet the growing consumer demand for colder beer, *Tiger Super Cold* was launched in Guangdong in September 2007.

With the *Tiger Super Cold* programme, consumers there can now enjoy the frostiest serving of *Tiger* at between -2°C and 2°C, up to three times colder than conventionally chilled beers. Apart from that, super cold *Tiger* also satisfies that yearning for a more crisp and refreshing taste of the award-winning brew.

Tiger Fusion Jamz In Changzhou

To boost *Tiger's* profile in Changzhou, a *Tiger Fusion Jamz* party was held there on 29 June 2007. Party revellers were treated to a high energy event with special live performances featuring electronic music and body paint art. Also, energetic dancers lit up the stage with cool dance moves as the crowd lapped up the taste of *Tiger*.

Over 400 guests turned up for the unique brand experience and many went home associating *Tiger* with hip and cool.



01

01 | Introducing *Tiger* to the crowd

Anchor Branding Efforts In Hainan And South China

New branding campaigns for *Anchor* were launched in Hainan and Guangdong in 2007 to raise awareness and generate excitement over the brand. The combination of three separate efforts resulted in heightened visibility and greater product allure especially among young adults in the Chinese provinces.

In Hainan: A New Look For *Anchor Lite*



Hainan's favourite beer, *Anchor Lite*, underwent a makeover and launched its new look in April 2007. The initiative which was designed to further enhance *Anchor's* appeal amongst young trendy adults was well-supported by an extensive marketing campaign in May 2007. This included a series of television commercials, bus advertisements, newspaper advertisements and targeted campaigns.

In Guangzhou: *Anchor* Launches Bus Ad Campaign

In the months from July to December 2007, *Anchor* maximized its exposure on the streets of Guangzhou via a bus advertisement campaign. 16 buses with distinct *Anchor* branding effectively increased the visibility of the brand in the city during the six-month period.



01 | An *Anchor* bus raising brand awareness throughout the city

In Guangdong: New *Anchor* TV Commercial

Leveraging the brand's origins and legacy, *Anchor's* latest television advertisement highlighted the beer's European roots and long tradition.

Directed by world-class Australian director, Franco Marinelli, the *Anchor* commercial showcased the brand's credentials and brought its viewers back to 20th century Europe where the world was given its first taste of *Anchor*. The advertisement charted *Anchor's* progression over time and displayed unseen facets of *Anchor* which has not been emphasized in its previous brand communication campaigns.

Embraced by consumers as creative, the well-received commercial was aired on Guangdong television from June to August 2007.



01 | *Anchor* enjoyed since the 1920s to the present day