



### **Introduction**

The story of Tiger Beer began in Singapore in 1930. A chance meeting between local soft drinks giant, Fraser and Neave and Dutch brewer, Heineken, brought about the formation of Malayan Breweries. In October 1932, Singapore's very first beer, Tiger Beer, was introduced.

The company changed its name to Asia Pacific Breweries (APB) in 1990 to better reflect the growing regionalisation of its business interests. Today, APB's portfolio comprises over 40 beer brands and variants and it is supported by 28 breweries in Singapore, Malaysia, Thailand, Vietnam, Cambodia, China, New Zealand, Papua New Guinea, Sri Lanka and India.

### **A World-Acclaimed Beer**

Despite its humble beginnings, Tiger Beer has made many inroads into the markets around the world and is now brewed in seven countries in Asia – more countries than any other Asian beer brand. Available in more than 60 countries including the United Kingdom, Europe, United States of America, the Russian Federation and Australia, Tiger Beer has evolved from a local beer to become one of Singapore's most recognised icons globally.

In its 75-year history, the brew has picked up over 40 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, 2005 and 2006.

For more information, please contact:

#### **Foreword Communications Pte Ltd**

Thomas Ng/ Emily Poon

Tel: 6338-5918

Mobile: 9699-8946 (Thomas)/ 9023-4089 (Emily)

Email: thomas@foreword.com.sg or emily@foreword.com.sg

#### **Asia Pacific Breweries Singapore**

Corporate Communications

Wong Wan Yee/ Gary Yang

Tel: 6860-3003/ 6860-3024

Mobile: 9225-4897 (Wan Yee) / 9684-0498 (Gary)

Email: wanyee.wong@apb.com.sg or gary.yeo@apb.com.sg

### **Tiger Beer's List of Awards**

<b>Competition</b>	<b>Organisation</b>	<b>Award</b>	<b>Year</b>
UK Cool Brand Leader	Cool Brandleaders Council	Cool Brand Leader	2004, 2005, 2006
2005 Wine & Spirit International Beer Challenge	Wine & Spirit International	Silver Medal Premium Lager	2005
2004 World Beer Cup	The Association of Brewers, USA	Gold Medal	2004
Brewing Industry International Awards	Brewing Technology Services (London)	Gold Medal	1998
Australian International Beer Awards	The Royal Agricultural Society of Victoria & the University of Ballarat	Silver Medals	1998, 1997, 1996, 1995
Selection Mondiale	Institut Pour Les Selection De La Qualite (Barcelona)	Grand Gold	1991
		Gold Medals	1993, 1992, 1990, 1988, 1987, 1985, 1984, 1983, 1982, 1980, 1979, 1978, 1968
		Silver Medals	1997, 1996, 1993
		International Quality Display	1986
International Monde Cup Competition	Institute Pour Les Selection De Le Qualite	Gold Medal for Brewing Excellence & Superior Taste & Quality	1984
Lager Beer Competition	The British Bottlers Institute	Silver Medal	1986
		Class D Diploma for Excellence	1983
		Class E Diploma for Excellence	1982
		Gold Medal & Diploma for Excellence	1971
International Blind-tasting of Beers	Sunday Times (London)	Top Taste of Lager	1980
International Beer Contest	Asian Wall Street Journal (Hong Kong)	Best Brew	1977
Commonwealth Bottled Beer Competition	The Brewing Bottling & Allied Trades Exhibition (London)	Gold Medal (Championship)	1970
		Silver Medal	1964
The Brewers' Exhibition	The Trades, Markets & Exhibitions Ltd (London)	Gold Medal (Championship)	1954
		Silver Medal	1954
Bottle Beer Competition	Brewing Trade Review (British Empire Overseas in London)	Bronze Medal	1939