

FOR IMMEDIATE RELEASE

Stacie Tay

Brand Consultant

HEAT Pte. Ltd.

T: +65 6648 4315

M: +65 96524047

F: +65 6634 9015

Stacie@heatbranding.com

www.heatbranding.com

Introducing Drink Culture

A refreshing addition to Singapore's bar scene focused on bespoke drink experiences.



SINGAPORE, June 17, 2011 – Drink Culture, a premium champagne and cocktail bar, has officially launched in the heart of Chinatown at 51 Kreta Ayer Road. The venue's premium spirits and champagne offering, paired with VIP perks such as valet parking and individualized table service, make the bar a top-notch destination. In addition, experienced mixologists serve up creative drinks infused with fresh ingredients. The entire venue is available for private parties or events and can hold up to 100 people.

The establishment was founded by two partners who currently oversee and run all operations. Ethan Leslie Leong & Leonard Low, two entrepreneurs who were looking to fill a void in Singapore's mainstream bar scene, joined forces to create the particular formula they were looking for. With collective expertise and years of international experience in nightlife, f&b, and the arts, the two were able to bring Drink Culture to life. Driven by a passion for beautiful things and customized living, they strive to offer 'attainable luxury' to all lifestyle connoisseurs.

"Drink Culture stands apart from other concept bars by offering unparalleled experiences; it starts with VIP treatment and customized cocktails and is complemented by models and striking décor," explains Leonard Low, Director for Drink Culture.

Located in a charming heritage building just a stone's throw away from Singapore's Central Business District, the new establishment sets the standard when it comes to a premier drinking culture governed by industry expertise. The space has been transformed into a luxurious Victorian hideaway, with rustic chandeliers and antique furniture contributing to an old Colonial feel. At the same time, the hand painted bar chairs, featuring illustrated kings and queens, as well as the quirky staff uniforms, lend to other motifs that come together in a pleasingly artistic venue. The creative vision was brought to life by Riston Foo, award-winning concept designer.

The attention to detail is clear when eyeing the extensive cocktail list. From flambéed dessert creations such as the Chocolate Flambé, that uses a special layering technique, to classic favorites with a twist, such as the Brandy Alexandra, the experience actually starts with a dedicated mixologist finding out your particular flavor. Personalized drinks can be enjoyed at the intimate bar or served to in private alcove by beautiful models.

With all the right ingredients including: avid patrons, a distinctive ambiance, and exceptional service, Drink Culture has concocted the perfect recipe for success.

###