



BREWERKZ LAUNCHES TOUR DE BEER CHALLENGE TO CELEBRATE SINGAPORE CYCLING



[SINGAPORE, UPDATED 26 NOVEMBER 2021] – What does beer and cycling have in common? That quenched feeling of delight and satisfaction at the end! To debut the release of its new beer with a cycling theme -- Chain Reaction West Coast IPA, Brewerkz has launched its first-ever **Tour De Beer Challenge** to celebrate the flourishing local cycling culture.

The **Brewerkz Tour De Beer Challenge** is a self-guided, non-competitive fun cycling event. Instead of a typical race, participants can complete the event at their own pace and time as they traverse around Singapore taking in the sights of the cityscape. Quench your thirst for exploration and embark on an exciting adventure with us! Participants are required to visit all 4 Brewerkz outlets, complete all 4 challenges and be rewarded with 2 free pints of Chain Reaction West Coast IPA!

Participants can also take part in the **Brewerkz Tour De Beer Challenge** to win even more attractive prizes. **STRIKE A POSE** to win Brewerkz beers or **MAKE YOUR MARK** in the Strava Art contest to win prizes ranging from an exclusive private tour of the local Brewerkz brewery to experiencing the Brewerkz Singapore River Dining Cruise. Focusing not on the race but rather on the journey, this challenge strives to let participants relish the love for cycling and explore uncharted areas they otherwise wouldn't have. Put your gear on, savour the sights of Singapore and experience this delightful cycling escapade to remember for a lifetime.

· B R E W E R K Z ·

“With the growing ridership in Singapore, we wanted to have a beer that would celebrate the vibrant cycling scene, hence the Chain Reaction West Coast IPA” says **Tan Wee Han, CEO of BrewerKz**. “And we thought it would be fun to do a cycling themed event to bring some fun and cheer in the midst of this pandemic, hence the **BrewerKz Tour De Beer Challenge!**”



The Chain Reaction West Coast IPA is part of BrewerKz’s Singapore Series, a line-up celebrating the spirit of Singapore. This vibrant beer features a series of beautifully intense tropical notes including zesty passionfruit, juicy pineapple, fresh citrus and pine needles. It has resinous hoppiness and boasts a soothing lingering bitterness on the finish. It is the perfect ode to this little island’s robust cycling scene - a brew that makes it worth the ride!

Crafting and developing locally inspired brews is significant to BrewerKz, and the brewery plans to continue to deliver quality, novel artisanal brews that are influenced by Singapore’s culture with select ingredients and choice picks that are deeply rooted in the community.

Registration to the BrewerKz Tour De Beer Challenge is \$43/pax and **registered participants will receive an exclusive challenge pack including a themed challenge dry-fit t-shirt, a 330ml can of Chain Reaction West Coast IPA, and a Passport Card to participate in the competition, all in a special edition BrewerKz branded tote bag.** Upon completion of all 4 challenges at 4 BrewerKz outlets and receiving all 4 stamps, the Passport Card can be used to redeem two pints of Chain Reaction West Coast IPA at any BrewerKz outlet (every 2 stamps entitles participant to redeem for 1 pint of Chain Reaction West Coast IPA).

Registration opens from now till 10 December 2021 and the BrewerKz Tour De Beer Challenge will run from 10 December 2021 till 10 January 2022. For more details on the BrewerKz Tour De Beer Challenge, please visit <https://brewerkz.com/tour-de-beer-challenge>.



FOR MEDIA ENQUIRIES

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About Brewerkz

Brewerkz kick-started Singapore's craft beer story in 1997. Bringing full-flavoured fun to the local indie beverage scene, the constant flow of tasty experimental beers is a product of their love for exploration and a passion for the artisanal craft. As a true original, this home-grown brand is dedicated to creating exciting experiences to tickle the senses of craft beer lovers anywhere in the world.

Brewerkz operates multiple restaurants, a 9,000 sqft standalone brewery, brew and distributes an extensive line-up of craft beverages, and have a strong presence at major at large-scale outdoor events.

Brewerkz, a Made With Passion brand, is part of the Easy and Light Group which owns Crystal Wines, distributes Fiji Water and operates a portfolio of Mexican and Japanese restaurants.