

EMBARGOED TILL 8 APRIL, 5PM

NEWBrew makes return at Singapore International Water Week 2022
Unique craft beer brewed using NEWater will be on public sale for the first time



Singapore, 8 April 2022 – A high-quality beer needs high-quality water. Enter NEWBrew – a unique craft beer made using NEWater, Singapore’s own brand of ultra-high grade recycled water. For a second time, national water agency PUB has collaborated with Brewerkz, Singapore’s longest-running local craft brewery, to serve NEWBrew at Singapore International Water Week (SIWW) 2022 from 17 to 21 April. A limited quantity will also be available for public sale.

Uniquely Singapore beer with premium ingredients

2 At its debut during SIWW 2018, NEWBrew – with its special taste profile and clean, ultra-crisp finish – proved an irresistible hit with local and international delegates who attended the event. This time, Brewerkz has upped the ante with the 2022 version: a Tropical Blonde Ale made using the finest ingredients, including premium German barley malts, aromatic citra and calypso hops, as well as kveik, a highly-sought after strain of farm-house yeast from Norway. The result – a highly quaffable beer suitable for Singapore’s tropical climate, with a smooth, toasted honey-like aftertaste. NEWater makes up about 95 per cent of the beer.

3 The public will also get a chance to try the limited-edition NEWBrew, as it will be made available for sale from 12 April to end July at supermarket chains NTUC FairPrice and Cold



Storage, as well as online platforms and Brewerkz’s restaurants and e-store. The beer will be sold in packs of three cans, priced at \$4.50 per can.

4 Each of the three NEWBrew cans sports a different design that features vibrant artwork showcasing the Marina Barrage, MacRitchie Reservoir and the Singapore River – three iconic local water landmarks that contribute to Singapore’s water sustainability efforts and are also well-loved spots for leisure and to enjoy nature.

NEWater – a pillar of water sustainability

5 Since NEWBrew’s debut, creating sustainable beer from recycled used water has grown in popularity, with water utilities in countries including Germany, Canada and the US perfecting their own versions. It is also an opportunity to cast the spotlight on water sustainability, with climate change impacts such as droughts and floods threatening the world’s freshwater supply.

6 NEWater was introduced by PUB in 2002, when more than 60,000 Singaporeans came together for a toast during a memorable National Day Parade. It is Singapore’s third National Tap and a weather-resilient source that can be recycled endlessly. Used water is treated at PUB’s water reclamation plants before undergoing further purification with advanced membrane technologies and ultraviolet disinfection at our NEWater factories.

7 “NEWBrew is possibly Singapore’s greenest beer and the perfect accompaniment to this year’s SIWW, with its key themes of climate resilience, resource circularity and water sustainability. We are delighted to partner Brewerkz to bring NEWBrew back again, as it is also part of PUB’s efforts to educate Singaporeans on the importance of water recycling and reuse as a strategy to achieve water sustainability. It also reinforces the message that NEWater is perfectly wholesome and safe for drinking, and can also be used to make a great tasting beer,” says Mr Ryan Yuen, Managing Director of SIWW.

8 “We are proud to partner PUB once again to bring NEWBrew back to SIWW. When the first edition of NEWBrew was launched in 2018, there was strong interest from the public and demand for NEWBrew to return in the future. We are delighted to unveil this year’s NEWBrew just as we are emerging from the pandemic. NEWBrew is a showcase of the high quality of NEWater and is proof that sustainability can be delicious,” says Mr Tan Wee Han, CEO and owner of Brewerkz.



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About Singapore International Water Week (www.siww.com.sg)

Organised by the Ministry of Sustainability and the Environment (MSE) and PUB, Singapore's National Water Agency, SIWW gathers water leaders, experts and practitioners from governments, utilities, industry, international organisations and academia to share best practices, co-create innovative urban water solutions and generate new business opportunities. Key thematic areas presented during SIWW 2022 will revolve around climate mitigation and adaptation efforts by utilities, cities, and industries, including net zero, decarbonisation, nexus and circularity, digital water and sustainability.

SIWW 2022 will take place from 17 to 21 April at the at the Sands Expo and Convention Centre, alongside the CleanEnviro Summit Singapore.

About Brewerkz (www.brewerkz.com)

Brewerkz is an award-winning craft brewery, a Made With Passion brand and Singapore's longest-running craft brewery experience. It all began in 1997, where the company started as a brewpub. After years of expansion and growing the brand, Brewerkz now operates multiple restaurants, a 9,000 sqft standalone brewery, brew and distribute an extensive line-up of craft beverages and have a strong presence at major large-scale outdoor events.

Brewerkz actively collaborates with other brands to create unique product offerings and brand experiences. Past collaborative brews include:

- Sentosa Islander Brew, official beer series for Sentosa, Asia's leading leisure destination
- Red Billion Raspberry Sour, world's first probiotic beer, with Probiocient, a foodtech company
- Passion Gao Siew Dai Hazy Fruited IPA, official beer for Singapore Food Festival 2020
- Afterburner Pacific Pale Ale, official beer for Singapore Airshow 2020
- Mistletoe Kiss White Beer, official beer for Singapore Wonderland 2019