

FOR IMMEDIATE RELEASE

## BAKER & COOK AND BREWERKZ BAKE AND BREW UP A SUSTAINABLE COLLABORATION



**Singapore, 3 August 2023** - Baker & Cook, the renowned artisan bakery and food store, joins forces with Brewerkz, champion mid-sized brewery of Asia, in an exciting collaboration driven by a shared commitment to sustainability. This unique partnership showcases their expertise in baking and brewing, resulting in the creation of two remarkable and environmentally friendly products: **NEWGrain+ Sourdough**, a delectable sourdough bread and **Earthbrew Sourdough Pale Ale**, a refreshing craft beer.

Possibly Singapore's first pair of circular food creation, Brewerkz uses surplus sourdough bread from Baker & Cook to brew the Earthbrew Sourdough Pale Ale, while Baker & Cook uses brewers spent grains from Brewerkz, to bake the NEWGrain+ Sourdough.

Food waste is a major sustainability issue around the world hence fighting food waste is now a major focus. By using each other's surplus food and by-products to make new foods, Brewerkz and Baker & Cook join hands to fight food waste, and do their part to fight climate change.

"We are thrilled to embark on this extraordinary collaboration with Brewerkz, as we share a deep-rooted passion for sustainability and a dedication to our craft.", said Anders Boye, CEO and Co-Founder of Baker & Cook. "Together, Baker & Cook and Brewerkz bring our expertise in baking and brewing to create something truly exceptional. Our NEWGrain+ Sourdough bread and Earthbrew Sourdough Pale Ale are not just delicious products; they represent our unwavering commitment to fighting food waste. This collaboration is a celebration of baking

and culinary artistry, sustainability and the remarkable possibilities that emerge when like-minded artisans join forces.”

**NEWGrain+ Sourdough** is made using the time-honoured method of handcrafting sourdough and incorporates **NEWGrain+**, a highly sustainable food ingredient crafted from brewers’ spent grains, the residual by-product of Brewerkz’s beer brewing process. To make the bread, fresh spent grains are added at the beginning of the sourdough crafting process. Each loaf of bread contains 64g of NEWGrain+ or 30% of the baker’s flour recipe.

The result is a rusty loaf boasting a caramelised crust, complemented by a moist, mild, slightly acidic, and irregular crumb. Each bite offers a blend of soft, chewy texture with a burst of tangy and nutty flavours.

NEWGrain+ is high in protein and rich in dietary fibre, vitamins and various minerals. As the grains are collected before the fermentation process, NEWGrain+ does not contain any alcohol. Annually, more than 40 million tonnes of brewers’ spent grains are produced by breweries around the world, equivalent to 80,000 Olympic-sized swimming pools. While some are turned into animal feed, the bulk of this is discarded. By repurposing brewers’ spent grains into food, we reduce food waste, divert it from landfills, diversify the food industry’s ingredient source, reduce demand for traditional crops and conserve land and water stock.

“We are delighted to partner with Baker & Cook on this unique collaboration. Earthbrew Sourdough Pale Ale and NEWGrain+ Sourdough marks the next milestone in our sustainability journey, which started with our collaboration with Sentosa and PUB,” said Tan Wee Tuck, Co-owner, and Managing Director of Brewerkz. “This is our third sustainable beer collaboration and our first for NEWGrain+, a sustainable food product which we are developing. Sourdough bread is a perfect application for NEWGrain+, and Baker & Cook is the perfect partner for this.”

**EarthBrew Sourdough Pale Ale** uses surplus sourdough bread from Baker & Cook. The bread is collected from supermarkets around the island as well as online platforms, turned into toasted sourdough and mixed with the grain bill at the beginning of the beer brewing process. For every 2,500 litres of beer, approximately 180 kilograms of surplus sourdough bread was used. The toasted sourdough makes up 20% of the beer’s grain bill.

The result is a crisp and refreshing brew, with grapefruit-like hop flavours and bready toast notes. With delightful aromas of pink grapefruit, pine and apricot, accompanied by a cleansing bitter aftertaste, every sip of this beer delivers a rejuvenating sensation, making it the perfect accompaniment for warm summer days or casual gatherings with loved ones.

Brewerkz’s first sustainable beer was NEWBrew, made using NEWater, brewed in collaboration with PUB. NEWBrew was first launched in 2018 and again in 2022, for Singapore International Water Week. Brewerkz’s second sustainable beer was the Sentosa Islander Brew series, Singapore’s first leisure destination-inspired beers and Singapore’s first carbon-neutral beers, brewed in collaboration with Sentosa. Brewerkz’s initiative to fight food waste by upcycling its brewers’ spent grains, is supported by DBS Foundation as a Business for Impact.

Spotting a beautiful azure-blue and emerald-green planet earth, the design of the product packaging is a reminder that our planet earth is precious, and we must do all we can to protect our one and only earth.

EarthBrew Sourdough Pale Ale and NEWGrain+ Sourdough will be exclusively available only at Brewerkz outlets and e-store and Baker & Cook stores and e-store. The beer will also be available at Brewnanza Fest 2023, a craft beer festival held at Bayfront event space, which runs from 3 to 6 August.

**END**

#### **ABOUT BAKER & COOK**

Singapore's only true artisan bakery and food store established in 2012 by baker, entrepreneur, author, TV celebrity, the founding partner and brainchild of the brand, Dean Brettschneider. At Baker & Cook, the bakery-inspired products are handcrafted and made by time-honoured processes and honest ingredients.

#### **ABOUT BREWERKZ**

Brewerkz helped kickstart Singapore's craft beer story in 1997. We are a multi-award-winning business, a Made with Passion brand and Singapore's longest running craft brewery experience.

Brewerkz has been awarded Outstanding Casual Dining Experience, Singapore Tourism Awards 2022 and Champion Medium Size Brewery of Asia, Asia Beer Championships 2022. We are known for our constant flow of tasty experimental beers, inventive cuisine, and head-turning collaborations. We operate multiple restaurants, a 9,000 sqft standalone brewery, brew a wide range of craft beverages and have a strong presence at major large-scale outdoor events. Brewerkz is part of The Brewerkz Group, which owns and operates Crystal Wines and a portfolio of Mexican and Japanese restaurants.

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## ANNEX

	<b>Baker &amp; Cook</b>	<b>Brewerkz</b>
<b>Available from</b>	4 August onwards	
<b>Items available for retail:</b>	<ul style="list-style-type: none"> <li>• Sourdough Pale Ale - \$7.80 (330ml can)</li> <li>• NEWGrain+ Sourdough - \$10.50</li> </ul>	<ul style="list-style-type: none"> <li>• Sourdough Pale Ale - \$7.80 (330ml can)</li> </ul>
<b>Available at</b>	All 12 Baker & Cook stores, including: <ul style="list-style-type: none"> <li>• Chip Bee Gardens</li> <li>• Dempsey</li> <li>• Eng Kong Terrace</li> <li>• Faber Drive</li> <li>• Hillcrest Road</li> <li>• Holiday Inn Express Clarke Quay</li> <li>• InterContinental Bugis</li> <li>• Namly Estate</li> <li>• Serangoon Garden Way</li> <li>• Swan Lake</li> <li>• South Buona Vista</li> <li>• Sunset Way</li> </ul>	All 5 Brewerkz outlets, including: <ul style="list-style-type: none"> <li>• One Fullerton</li> <li>• Orchard Rendezvous Hotel</li> <li>• Riverside Point</li> <li>• Singapore Indoor Stadium</li> <li>• The Woodleigh Mall</li> </ul>
<b>Website</b>	<a href="https://www.bakerandcook.biz">https://www.bakerandcook.biz</a>	<a href="https://brewerkz.com">https://brewerkz.com</a>
<b>Facebook</b>	<a href="facebook.com/bakerandcooksg">facebook.com/bakerandcooksg</a>	<a href="facebook.com/brewerkzsg">facebook.com/brewerkzsg</a>
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