

Media Release

For immediate release

Manchester United Café Bar to Open at Boat Quay

Singapore flagship branch set to revolutionize F & B service and quality

Singapore, 18 December 2008 – Christmas comes early for “Red Devils” fans as Manchester United Food & Beverage Asia Pte Ltd (MUFB) opened the doors of its Manchester United Café Bar to patrons and sports fans here in Singapore today along the banks of the Boat Quay river.

Having already established its Bangkok and Indonesian outlets in Jakarta and Bandung , the opening of the Singapore flagship branch will mark the latest in a line of new chains that are also set to open in cities such as Seoul and Tokyo by early 2009 – all part MUFB’s expansion plans for the region.

Tossing the “sports bar” concept out the window

Unlike your typical “sports bar”, the café will not be just about Manchester United as a whole, but plans to cater to a whole spectrum of patrons. Apart from the regular “live” screening of football matches during the weekend, executives from the nearby CBD area looking for a good lunch or just post-work drinks for their meetings/networking sessions can also find that served at the café. Families and youths will not be left out. MUFB has created a “family-friendly” environment to induce a wholesome dining experience for both the young and old. Youths will be delighted to find that the café will provide a perfect “chilled out” point for them to hang out and catch up with their friends over coffee and snacks any day during the week. This two-pronged approach is part of MUFB’s “Duo Concept” to provide the right dining experience to both the weekday and weekend crowds. All this, set in a “garden” concept the café has adopted to complement the breezy and green backdrop of the Singapore River.

Not just about the football!

While one would normally expect your regular offerings of chicken wings and fries at most pubs and cafés you find along the Boat Quay stretch, Manchester United Café Bar takes pride in providing a whole range of delectable dishes that they insist must satisfy their customers' gastronomic cravings. Those are the very same reasons why for the outlet in Singapore, MUFB specially enlisted the culinary expertise of master chef, Dennis Liam, a local whose years of experience have brought him from the top hotels in Singapore to as far as cooking for Sheikhs in kitchens of Middle Eastern establishments.

Service will be a unique stand-out quality that MUFB CEO, Andy Yun, calls a “fun and memorable experience” for anyone who steps into the café. Servers and staff have all been carefully selected to deliver not just top-notch service, but also be able to leave patrons – adults, youths, families and children – with a light-hearted memory of their dining experience at the café.

“We understand the natural indifference that an outlet using the ‘Manchester United’ brand may bring to some which is why our focus will not be just about catering to Manchester United fans, but delivering great service and food standards to our customers - something which both groups of people would definitely value as part of their experience at any food and beverage outlet.”, said Andy.

Manchester United fans will be thrilled to know that merchandise will also be sold at the café. MUFB will be bringing in a wide selection of Manchester United t-shirts, caps, bags and other forms of memorabilia for fans and collectors to come and purchase at the outlet.

The café will open daily from 11am to 1am on weekdays (Sunday to Thursday) and from 11am to 2am on weekends (Friday and Saturday) – depending on time and duration of matches. For more information on the local outlet as well as the other Manchester United Café Bar in the region, visit www.manutdrbc.com for more information.

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About Manchester United Food & Beverage (Asia) Pte Ltd

Manchester United Food & Beverage (Asia) Pte Ltd (“MUFB Asia”) is a Singapore holding company awarded the exclusive rights by Manchester United Football Club (“MUFC”) to own, operate, license and develop a chain of Manchester United Café Bar concept in Asia Pacific region. Territories include China, Singapore, Malaysia, Brunei, Indonesia, Thailand, Hong Kong, Taiwan, Korea, Japan, India, and the Philippines. These restaurant & bar outlets mark MUFC’s first foray into casual dining business on an international scale. Our goal is to establish Manchester United Café Bar as a leading operator and licensor of casual dining restaurant and bar in the Asia Pacific Region.

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