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## United Launch F&B Ahead Of Gamba Clash

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Singapore - Manchester United Football Club will soft launch its new F&B outlet today at Boat Quay, as it attempts to capitalize on its support in Singapore following last year's closure of St James chief Dennis Foo's venture, Devil's Bar.



The new Boat Quay operation, Manchester United Café Bar, launches in time to host patrons for Manchester United's Club World Cup semi-final against Japan's Gamba Osaka, tonight.

The outlet is operated by Manchester United Food & Beverage Asia (MUFB) which is a Singapore based holding company that has already established similar outlets in Bangkok and Indonesia.

Asia PR Werkz is the appointed PR agency for Manchester United Café Bar and an agency spokesperson said the outlet would hard launch in late January. Manchester United merchandise will be sold in the F&B operation although in much smaller quantities when compared to the Megastore which featured next to Devil's Bar before it shut in March 2007.

"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," Andy Yun, CEO for MUFB, said.

MUFB has been awarded the exclusive rights to own, operate, license and develop a chain of Manchester United Café Bar concepts in the Asia Pacific region. The company says it is set to open outlets in as Seoul and Tokyo by early 2009.

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