

# ASIA PACIFIC BREWERIES SINGAPORE (APB SINGAPORE)

## Innovative beer at APB

Beginning as a joint venture between HEINEKEN and F&N in 1931, Asia Pacific Breweries (APB) now brews the freshest beers for Singaporeans and exports its products worldwide.

APB Singapore is home to the world-acclaimed Tiger Beer – an iconic Singapore brand, born and brewed on local soil since 1932, as the world's first tropical lager. Tiger Beer is now available in more than 50 markets around the world. In addition to Tiger Beer and Heineken, APB Singapore's portfolio of beers includes ABC Stout, Anchor Beer, Baron's Strong Brew, Guinness, and the entire range of Archipelago craft beers.

In 1990, the brewery relocated to a state-of-the-art operations in Tuas, where it currently resides. 2012 then marked a new chapter for APB Singapore as a wholly owned subsidiary of HEINEKEN. The brewery has expanded over the years. From adding a new canning line in 2013 to being HEINEKEN's first cider production in Asia in 2015, APB Singapore has never stopped taking on new challenges to innovate for the evolving consumer landscape. In 2018, they launched Asia's first zero



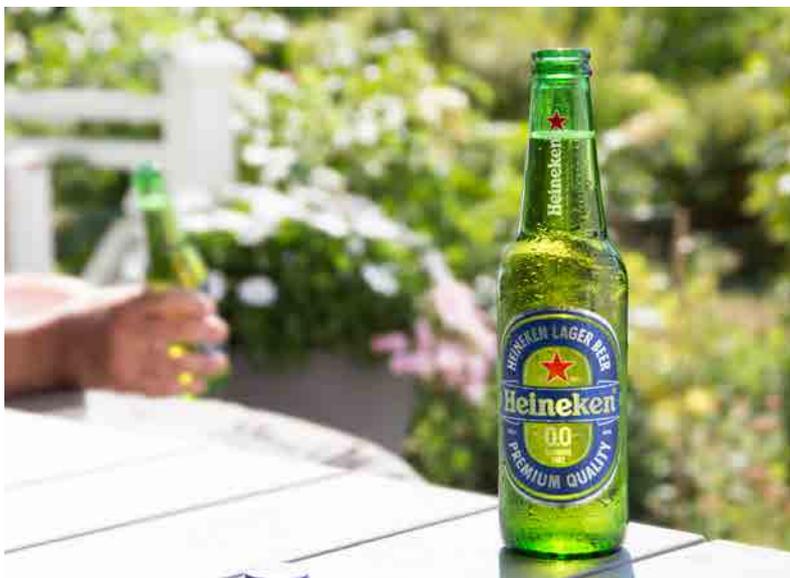
alcohol beer Heineken® 0.0, and in April 2019, they debuted Tiger Beer's first global experiential concept store – Tiger Street Lab at Jewel Changi Airport.

### INNOVATION: CONSUMER-DRIVEN AND SUSTAINABLE

APB Singapore places consumers at the heart of its innovation efforts—they want to deliver a great drinking experience for everyone, which is why they embark on new product innovations and constantly invest in their supply chain operations. These innovations do not stop at their brewery either, they extend to e-commerce, retail, and on-premise drinking experiences.

Take for example Tiger Street Lab, their first global experiential concept store which combines food, beer, fashion and design.

Sustainability is another driver of innovation at APB Singapore where they challenge themselves to brew beers that are not only refreshing, but also environmental friendly. With their sustainability strategy 'Brewing a Better World' as the backbone of





their operations, APB has embarked on ambitious and sometimes ground-breaking projects. They are one of the world's largest solar-powered breweries (picture of solar panels attached), they collect glass bottles from the market to be washed and reused, and even repurpose their brewer's spent grains as edible chips.

## APB IN SINGAPORE

Singapore is commonly known as the innovation hub of Asia and APB Singapore also explores many innovations in this market. With a stable and favourable business climate and an agile workforce that is adaptable to change, APB Singapore has developed a reputation for being flexible and a testbed for many innovative brews. This also means that Singapore consumers are often the first to enjoy new and fresh brews that they bring to the region.

With the support of the Economic Development Board (EDB), APB Singapore has also embarked on a digitalisation journey. Some initiatives they have explored include a B2B e-commerce platform, smart dashboards and augmented reality

(AR) to boost safety training efficacy. Digitalisation also offers an exciting opportunity to upskill their employees and boost their competitiveness.

Another innovation project they took on in 2017 was to partner with the Public Utilities Board and National University of Singapore to build an on-site water reuse treatment plant. Recycling water is a big part of Singapore's water story and the technology is mature in Singapore. APB was also one of the first Fast Moving Consumer Goods companies to build an on-site water reuse treatment plant to reuse its water for cooling and landscaping.

APB Singapore is appreciative of the government's support of their efforts to improve brewery productivity and sustainability, as this support has enabled them to remain competitive and innovative.

## LOOKING AHEAD TO THE FUTURE

From a consumer standpoint, variety is the name of the game. Consumers are always looking for something novel, and will expect brewers to give them more options. APB Singapore is ready to take on the chal-

lenge, whether it is with non-alcoholic beer, or more variants of their signature brands. After Tiger Black and White, and Tiger Crystal, more exciting innovation on taste and packaging can be expected in the near future.

Likewise, consumers are constantly looking for a more experiential drinking environment – a glass of beer will always be enjoyable by itself, but more consumers are expecting to pair beer with good music, good ambience and good food. That is another reason why APB Singapore thinks concept stores like Tiger Street Lab at Jewel Changi Airport will thrive. By combining the works of local artists like Amos Ananda and elevating the street food experience, concept stores like Tiger Street Lab reimagine an immersive consumer's journey.

Finally, sustainability is a key driver in building business success. The question will not be what APB Singapore is doing or how much they are doing, but how much more they can do. APB Singapore can be expected to set and deliver on their ambitious targets to brew a better world.

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