



# SINGHA

THE LION OF ASIA

## BACKGROUND

The story of Singha beer began on January 12, 1930, when Phya Bhirom Bhakdi applied for a brewery licence, from the Ministry of Finance of Thailand. After numerous submissions of plant designs and production processes and much scrutinisation by the ministry, the first brewery licence in Thailand was granted on August 4, 1933.

After purchasing machinery and equipment from Germany, Phya Bhirom Bhakdi built the Boon Rawd Brewery, on the banks of the Chao Phya River in Bangkok. So, it was that on July 6, 1934, the cap was “popped off” the first bottle of beer ever to be produced in Thailand.

Shortly after the beer was introduced, the Boon Rawd Brewery asked customers to choose a name for it. Among the suggestions were: Rot Fai, Wat Arun, Singha, and Pak Pao. When the final vote came, Singha (a mythical lion) won hands down.

## THE BEER

Singha beer is famed for its distinctively rich taste and strong hop character. The hops come from the finest hop growing regions in the world, including Europe. The golden barley is imported from Germany, France, UK, Netherlands and Australia. The other ingredient, of course, is water, which is pumped from wells deep underground, then sand filtered, active carbon filtered and treated to meet the brewery’s high standard for Singha.

Following fermentation the “young beer” is transferred to cool pressurized tanks where it is “largered” for two months before final filtration and bottling.

The resultant premium lager beer is full bodied and flavoursome with excellent hops character.

Alcohol content: 5.9% a/v

