
 Print this page

Miscellaneous	
* Asterisks denote mandatory information	
Name of Announcer *	ASIA PACIFIC BREWERIES LTD
Company Registration No.	193100007K
Announcement submitted on behalf of	ASIA PACIFIC BREWERIES LTD
Announcement is submitted with respect to *	ASIA PACIFIC BREWERIES LTD
Announcement is submitted by *	Anthony Cheong Fook Seng
Designation *	Company Secretary
Date & Time of Broadcast	25-Aug-2011 20:39:56
Announcement No.	00169

>> Announcement Details	
The details of the announcement start here ...	

Announcement Title *	Response to Financial Times article published 24 August 2011
Description	We attach, for information, the Company's response to a Financial Times article published 24 August 2011.
Attachments	 APB_Remains_Committed_to_China_Beer_Market.pdf Total size = <b>78K</b> (2048K size limit recommended)

[Close Window](#)



## ASIA PACIFIC BREWERIES LIMITED

438 Alexandra Road #16-01 Alexandra Point Singapore 119958 Tel: (65) 6276 3488 Fax: (65) 6276 4287  
Company Registration No.: 193100007K (Incorporated in the Republic of Singapore)

25 August 2011

Louise Lucas,  
Consumer Industries Editor  
The Financial Times

Dear Louise

### **APB Remains Committed to China Beer Market**

We refer to the article "Heineken tackles Kirin conflicts", by Louise Lucas, published in The Financial Times on 24 August 2011. The article stated that Ian Shackleton, drinks analyst of Nomura is of the view that "APB never grew much in China and is now quitting".

APB wishes to clarify that contrary to "quitting China", it is committed to the China beer market. This is evidenced in its extensive investment in China, including the creation of *Tiger Crystal* which has been specially crafted to cater to the Chinese palate. This brand variant of internationally-acclaimed *Tiger* beer has also been successfully launched in Singapore, Thailand and Vietnam. In May 2011, the Group further invested in the Chinese beer market by commissioning a new 1 million-hectolitre brewery in Guangzhou that complements the brewery operation in Hainan. These two breweries in Southern China are currently undergoing expansion that will see the production capacities in Hainan and Guangzhou rising to 2 million and 1.5 million hectolitres respectively.

Furthermore, to secure a national presence across China, APB has established an extensive sales and regional network in most parts of the country. While its international brands, *Tiger* and *Heineken*, are premium brands that have continued to enjoy growth in China, its breweries in Guangzhou and Hainan ensure beer supplies nationwide. With this operational framework in place, APB is committed to long term growth in China.

The Group's recent divestment of stakes in Kingway Brewery Holdings Ltd (Kingway), Jiangsu Dafuhao Breweries Co., Ltd (DFH) and Shanghai Asia Pacific Brewery Company Limited (SAPB) is aligned with its international premium brand strategy that has been adopted for long term growth in China.

Yours sincerely  
**Asia Pacific Breweries Ltd**

Sarah Koh  
General Manager, Group Corporate Communications