



30 Jan 2018

**Press Release
(For Immediate Release)**

Local startup takes to Kickstarter to launch brewing kits

On 22 Jan 2018, Bespoke Brewing launched a Kickstarter campaign to fund the production of their DIY Wine Brewing Kit. Each kit comes with everything needed (including yeast) to “alcoholise” fruit juices that can be readily found in supermarkets. Unlike other beer or wine kits already available, these brewing kits are designed to be compact and affordable, allowing users to in 1-litre batches.

According to founder Jia Qing, brewing kits for beers tend to be large and expensive, and the brewing process for beer involves heating and rapid cooling. “We want to make brewing as simple as possible. While we like beer, the brewing process for beer involves both heating and cooling, which might not be the best way to introduce brewing to others. Fermenting fruit juices is easier. With this kit, you can easily introduce alcohol to fruit juice by adding sugar and yeast,” he said. “For those who are more adventurous in the kitchen, the brewing kit also comes with an instruction manual containing the recipe for ginger beer. We hope this kit can trigger the curiosity in our customers and we encourage them to have fun while experimenting.”

Some kits have already been sold during a trial period during Christmas last year, and Bespoke Brewing is taking to Kickstarter to raise funds to increase its production. The campaign will end on 21 Feb 2018. Backers can receive a kit by



BESPOKE BREWING

Pte Ltd

REG NO: 201721877D
✉ ENQUIRIES@BESPOKEBREWING.COM.SG
f BESPOKEBREWING
@ BESPOKEBREWING.COM.SG
📍 50 TAGORE LANE #03-01P
SINGAPORE 787494

pledging \$50 or more. Backers based outside Singapore will have to pay for shipping. Visit the following link to find out about other rewards:

https://www.kickstarter.com/projects/1281215807/diy-wine-brewing-kit-by-bespoke-brewing?ref=nav_search&result=project&term=wine

About Bespoke Brewing

Bespoke Brewing is founded in 2017 with the goal of eventually building a brewery. Founded by Jia Qing and Denny, the duo started brewing their own beer in 2014 and started Bespoke Brewing to further their interest. For more information, please visit www.bespokebrewing.com.sg.

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