



MEDIA RELEASE

BEERFEST ASIA (BFA) @ THE BEACH MARKS A NEW BEGINNING FOR BEERFEST ASIA

Presented by Tiger®, the reimaged festival brings Singapore and international brewers, global flavours, music and communities together at Palawan Green, Sentosa, from 11–13 September

SINGAPORE, 20 AUGUST 2026 - Beerfest Asia begins a new chapter this September with **BFA @ The Beach**, a three-day beverage and lifestyle festival at **Palawan Green, Sentosa, from 11-13 September 2026**.

Presented by Tiger®, BFA @ The Beach marks a strategic reset for Beerfest Asia and the beginning of a longer-term ambition to build a more purposeful and enduring festival in Singapore.

Previous editions established Beerfest Asia as a recognised event, but without a permanent home, dependable annual window or sustained framework from which to build consistently over time. BFA 2.0 starts with a clearer sense of purpose and a new organising principle - **Community x Discovery x Lifestyle Culture** - bringing people together, championing Singapore's brewers and creating opportunities to discover new flavours, cultures and experiences.

Beer remains at the heart of BFA, but becomes a connector rather than the boundary of the festival. That idea comes to life at Palawan Green through Singapore brewers alongside beers from the United States, China, Taiwan, Vietnam, Estonia, France, Scandinavia and beyond; food drawing on flavours from Germany, Mexico, Korea, Thailand, Italy, Japan and more; and **Mixtape Memories**, an entertainment journey connecting the music of the MTV generation with contemporary sounds and new discoveries. Together, beer, food and music give different communities different reasons to enter the same festival experience.

Paul Lee, Festival Director of BFA @ The Beach, said: "When we started BFA 2.0, the question wasn't simply how to put Beerfest Asia on again. It was why Beerfest Asia should exist and what purpose it could serve."

"Community, Discovery and Lifestyle Culture became our answer. We want to bring people together, give Singapore's brewers a stronger platform and create a place where different communities, cultures and flavours can meet. Someone might come for the music and discover a Singapore beer; someone else might come for the beer and discover a new food, sound or community. Beer is the core of BFA, but serves to connect. We can push the boundaries to discover more."



That sense of connection extends to BFA's partnerships and programming. People People Brewing Co., the Official Craft Beer, brings a philosophy of making craft beer more accessible and a community built around it, while EMONIGHTSG connects Millennials who grew up with emo with younger audiences discovering the music anew. In a post-pandemic world where so much social interaction has migrated online, BFA also wants to give younger audiences a reason to come out, reconnect and discover things together.

There is particular resonance in **Tiger® taking its place at the heart of Beerfest Asia as Title Sponsor and Official Beer, bringing Singapore's iconic homegrown beer brand to the forefront of the festival**. Since 1932, Tiger® has contributed to the nation's brewing heritage - a beer born in Singapore that went on to make its mark in over 60 countries around the world. Today, its presence at Beerfest Asia connects that legacy and a new generation of Singapore brewers and entrepreneurs shaping the next chapter of the local beer scene.

Homegrown breweries including **The 1925 Brewing Co., Sunbird Brewing Company, Rainforest Brewery, People People Brewing Co., Rye & Pint, and RedDot BrewHouse**, among others, bring that contemporary story to the festival. Behind their beers are larger questions about the business of brewing in Singapore: why build in a small, high-cost market; what should a Singapore beer taste like; can heritage, provenance and Asian palates create commercial value; can independent breweries scale; and how do businesses endure beyond their founders?

Those questions also underpin **BREWED HERE**, a proposed three-part podcast series with **The Peak and HardwareZone**, Official Media Partners, exploring Singapore craft beer through **Identity, Economics and Legacy**. Rather than treating beer simply as an enthusiast subject, the series uses it as an entry point into entrepreneurship, family enterprise, differentiation, survival and succession.

Together, Tiger® and Singapore's independent brewers tell a larger story: **one Singapore-born beer has already travelled the world. What might the next generation become?**

That local story meets the world at Palawan Green. For the first time at Beerfest Asia, **the Brewers Association** will participate with beers from **more than eight independent American craft breweries**. Its debut comes in the year the United States marks its 250th anniversary, bringing American independent brewing into conversation with Singapore's own evolving beer identity.

Alongside over 180 beers from China, Taiwan, Vietnam, Estonia, Germany, France, Scandinavia and elsewhere, the international participation makes Singapore not simply the host, but the place where different brewing cultures and flavours converge. Food is part of the same conversation. Festival-goers can move between



multiple international flavours, discovering familiar and unexpected relationships between plate and pour.

Its most curated expression comes at **Sunset Social**, where **Executive Chef Dexter Ko of Creative Eateries** will create twelve canapés around beers from **three curated Singapore breweries**. Inspired by the tropical beach setting, the experience brings brewer and kitchen together to explore how freshness, fruitiness, spice, acidity, richness, aroma and texture interact with beer.

The result is more than beer-and-food pairing. It is an attempt to celebrate Singapore craft beer through tropical flavours while elevating the social culture around it - approaching beer, provenance and pairing with the curiosity more traditionally associated with wine.

The same spirit of discovery carries into music through Mixtape Memories, a celebration of the songs and moments that have soundtracked generations. From the defining music of the 1980s, 1990s and 2000s to contemporary beats, the programme taps the shared memory of the MTV generation while inviting younger audiences to encounter those sounds afresh.

Across the weekend, over 22 acts across live bands, international DJs, emerging artists, community performances and sunset acoustic sessions create a day-to-night soundtrack that mixes nostalgia with new discovery. The programme also reaches beyond Singapore, with contemporary sounds from the Philippines and DJs from Korea alongside Singapore bands - another expression of BFA as a place where cultures and communities converge.

On Saturday night, that journey takes another turn with the EMONIGHTSG LIVE EXPERIENCE, including a DJ set by EMONIGHTSG (THEBRYANSTATE) from 9.30pm. A 360-degree omnidirectional main stage is conceived around gathering and shared experience, complemented by a Sunset Stage for acoustic vibes by the beach, allowing Palawan Green to move naturally from afternoon discovery through golden hour into the night.

This broader definition of beer culture also embraces moderation and sustainability. BFA @ The Beach will operate a rigorous **Challenge 21** age-verification policy alongside responsible alcohol service, food and hydration. **Heineken 0.0, the Official No/Lo Beer**, expands the ways people can participate, while **Montana Alps, the Official Hydration Partner**, supports responsible enjoyment.

Every Discovery Pass also includes **The Discovery Mug**, a reusable 330ml frosty mug designed to keep beverages chilled without requiring ice. Used throughout the festival and taken home afterwards, it turns sustainability into part of the experience rather than an add-on.



Together, the proposition is simple: **drink better, discover more** - a Singapore brewer, an American craft beer, an unexpected food pairing, another community or simply another way to enjoy the festival.

That breadth of discovery comes at a timely moment for the emerging conversation around **beer tourism**. A forthcoming research report from **Beer Asia** will examine the potential of beer tourism in the region and the role breweries, local beer cultures and festivals can play in shaping how travellers experience destinations.

Singapore may not have the centuries-old brewing traditions of established beer destinations, but it has different advantages: international connectivity, extraordinary culinary diversity, sophisticated hospitality, compact geography and a position at the crossroads of Asia – a global node. BFA @ The Beach brings those strengths together, allowing visitors to discover Singapore brewers alongside beers and food cultures from around the world in a distinctly tropical setting.

Singapore becomes the place where those communities and flavours meet.

The move to **Palawan Green** - the only green turf along Sentosa's beachfront, with open sea views, is important for the same reason. BFA 2.0 needs not simply a venue but a sense of place - somewhere the festival can develop an identity and, over time, a relationship with its audience.

The ambition is long term, although the runway for this first edition has been unusually short. Planning for BFA @ The Beach began in earnest only in **late April and early May 2026**, leaving approximately four months to establish a new strategy and home, build partnerships, engage Singapore and international brewers and assemble a substantially different festival against a challenging global economic backdrop.

The organisers are clear that September is therefore a beginning, not a finished expression of BFA 2.0. “Four months is a very tight timeline to start building a new festival, and we are realistic about what can be achieved in one edition,” Lee said. “What matters is that we start with purpose. We can give Singapore’s brewers a stronger platform, put them alongside brewing cultures from around the world and bring different communities together through food, music and shared experiences.”

“Great festivals are built over time. They develop traditions, communities and a relationship with a place. This September is about laying those foundations - not simply to stage another Beerfest Asia, but to start building a new festival for Singapore.”



BFA @ The Beach is therefore both a tribute to our roots and a toast to what's next: **Tiger®, a world-acclaimed Singapore icon, anchors the next chapter as independent brewers, diverse communities, and bold flavours come together at Palawan Green.**

And after a four-month runway, this is only the start.

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COMMUNITY x DISCOVERY x LIFESTYLE CULTURE

BFA @ The Beach 2026

11–13 September 2026

Palawan Green, Sentosa

Presented by Tiger®

Official Beer: Tiger®

Official Craft Beer: People People Brewing Co.

Official No/Lo (Non-Alcoholic) Beer: Heineken 0.0

Official Media Partners: The Peak, Hardware Zone

Further brewery, food, entertainment, partnerships and other announcements will be released progressively ahead of the festival.

MEDIA ENQUIRIES

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ABOUT BFA @ THE BEACH

BFA @ The Beach is the next chapter of Beerfest Asia. Built around **Community x Discovery x Lifestyle Culture**, the three-day beverage and lifestyle festival brings together Singapore and international brewers, global food cultures, music, responsible drinking, sustainability and tropical beach culture at Palawan Green, Sentosa.

BFA 2.0 aims to build an enduring festival platform that brings communities together, champions Singapore's brewers, encourages flavour discovery and connects Singapore with brewing and food cultures from around the world.



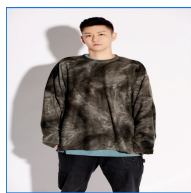
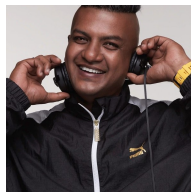
ABOUT TIGER®

Tiger® was born in 1932 on the streets of Singapore. Today, Tiger® is the number one international premium beer from Asia and is available in more than 60 markets across the globe. Defying the odds to create the ultimate brew, a perfect balance between bold and refreshing, Tiger® has been uncaging new ways to take refreshment to the next level and make the impossible possible for decades. Tiger® believes that there is a tiger inside each of us, a version of ourselves that knows no limits to what is possible. For more information, please visit www.tigerbeer.com.

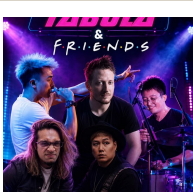
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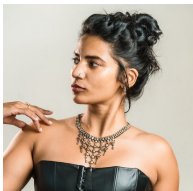
MIXTAPE MEMORIES – BFA ENTERTAINMENT LINE-UP

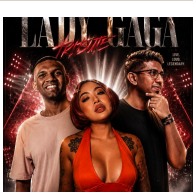
Full Entertainment Roster & Artiste Profiles

Artiste	Music	Profile Picture	Socials
DJ Ina <i>Korea</i>	K-Pop idol turned DJ, delivering high energy EDM, Bounce, House & Techno sets with a vibrant Korean club vibe.		@dj_ina.official
DJ Tigger <i>Korea</i>	DJ Tigger has been developing his dream of DJ-ing since 1996, the year he started delving into Hip Hop and Electronic Dance Music while heavily influenced by the UK's Big Beat group Prodigy. His own Black Music broadcasting channel, "Tigger Presents Black Muzik," was the number one Black Music channel from 2001 to 2003, leading him to receive countless performance offers from clubs and media companies across South Korea. Starting from his first performance at Club Over 21 and Club JG, DJ Tigger settled into Seoul's club scene, later working as music director for Club CHAV and Club COCOON. In 2015, he founded his own DJ label, "Soul Papa," to focus on his own music and artist development, and in 2017 formed the producing duo Tigger & Giovanni, releasing Future Bass and Big Room tracks.		@djtigger
DJ Maverick	Tribute to Old School Hip Hop, 90s Pop and Retrolicious.		@djmavericksingh
DJ Timo	Tribute to Old School Hip Hop, 90s Pop and Retrolicious.		—



Artiste	Music	Profile Picture	Socials
DJ Saud	Gen Z Mixtapes.		@saudalexander
DJ Victor	Tribute to Old School Hip Hop, 90s Pop and Retrolicious.		@victorshaqur
Velvet Typhoon	Tribute to BEYOND, A-SHIN, and many Mando/Canto classics.		—
Kabin Krue	Tribute to Bryan Adams, Goo Goo Dolls, Metallica and many more.		@kabin_krue
Rock Rosettes	Tribute to Paramore, No Doubt, Alanis Morissette.		@rockrosettesg
TABULA & Friends	Tribute to Foo Fighters, Oasis, Killers, and many more.		@tabula_band

Artiste	Music	Profile Picture	Socials
EMO SG Live Experience	EMONIGHTSG is Singapore's beloved emo, pop-punk, alt-rock and nu-metal tribute party, spinning anthems from bands like Paramore, My Chemical Romance and Jimmy Eat World since 2016. Known for its high-energy sing-and-scream sets, the crew has brought the experience to major stages including F1 Singapore, Baybeats and the Singapore Rugby Sevens, and has hosted guest performances from touring artists such as Yellowcard and Silverstein.		@emonightsg
Ruby Rocks <i>Singapore, with members from France</i>	Tribute to Green Day, Nirvana, Jet and many more.		@rubyrocks.sg
Bushmen	Tribute to Classic Reggae Mixtapes.		@bushmensg
Jacklyn, Juni & Cheng	Tribute to classic Mando hits.		@aocheng @junigoh @kayelmen
Shane Low	Tribute to Michael Jackson, Matchbox 20, Robbie Williams and many more.		@shane_low

Artiste	Music	Profile Picture	Socials
Happy Together	Tribute to Spice Girls, Take That, Hanson, and many more.		@happytogethersg
EIT Project <i>International School Band</i>	International School Band Showcase.		—
SUD <i>Philippines</i>	Exclusive showcase from the Philippines.		@sudmusic
The Unfortunate Sons	Tribute to Creedence Clearwater Revival (CCR).		@theunfortunatesons
Inertia	Tribute to Alternative Rock, Coldplay, Counting Crows and many more.		@inertiasg
Slytra Trio	Tribute to the anthems of Lady Gaga.		—



Artiste	Music	Profile Picture	Socials
Kamadooma	Beach Vibes, Feel-Good Grooves & Sunset Singalong Anthems.		—