



## Brauhaus Restaurant & Pub

After 15 years of serving the largest selection of beers in Asia, this German beer house is finally selling its franchise.

ESTABLISHED since 1995, Brauhaus was the first German restaurant and pub to open in Singapore. It is considered by beer aficionados as being the best-stocked bar in Asia with more than 250 brands of beer from 27 countries on its menu. World-renowned beer hunter Michael Jackson has rated most of its beers as three to four stars.

With its location in a basement level corner, liberal use of rustic wooden furniture, dark oak beams and even a piece of the Berlin Wall on display, the restaurant could easily pass as a Bierkeller in Munich.

It is not uncommon to see tourists arrive for a drink before heading to the airport with their suitcases in tow. And the place fills up even before dusk with a mix of locals and expatriates, many who are regular faces that owner/chef Michael Chuah greets and steps to chat with.

Brauhaus owner/chef Michael Chuah is holding the most expensive beer in the pub - Thomas Hardy's Ale, Vintage 1994 (\$3,000) from Dorchester, England. One of the rarest beers in the world, a 20-year-old vintage was sold at a Sotheby's auction for \$10,000.



### Blasking in beer

Brauhaus has the longest beer menu in Asia. There brews are broken down into country of origin - Australia, Belgium, South Africa, Sweden, Switzerland, Taiwan, Turkey, Thailand, USA, Argentina, Brazil, Canada, China, Czech Republic, Denmark, Egypt, England, Finland, France, Germany, Holland, India, Indonesia, Ireland, Japan, Jamaica, Mexico, Morocco, Namibia, New Zealand and The Philippines - type and speciality. There are even non-alcoholic beers for teetotalers and fruit-flavoured beers that are a draw with the ladies.

This rustic German beer house offers exotic beers such as Castle Lager (South Africa), Pharonen (Egypt) and Canoco (Brazil). It also carries the world's strongest beers as featured in the Guinness Book of Records - Bezebuth (France) and Samichlaus (Switzerland) - as well as monk beers, pilsner, abbey beers, doppelbock, ale and malt white beer.

Chuah, who studied the German culinary arts in Japan, is a beer aficionado so you can be sure the drinks are served in proper glasses and at the optimum temperature. He often hosts beer parties at Brauhaus and if there is a specific brew that you like and cannot find in Singapore, he is probably the only person that can and would go out to source it for you.

### Meats Galore

Another reason why patrons have been loyal to Brauhaus for the past 15 years is because Chuah personally whips up some of the most lip-smacking traditional German dishes and light snacks, such as escargot, gherkin and freshly baked green mussel to complement your beer.

Besides juicy home-made sausages such as bockwurst, bratwurst, veal, emmenthaaler and veal, there is also crispy



pork knuckle (served with home-made sambal (satecham), weiner schnitzel, chicken kasseler, sauerbraten (marinated beef) and exotic game and meats such as rabbit, crocodile and kangaroo).

If pairing your meal with some of the world's finest beers is not enough, then you can even go for beer-marinated dishes such as little neck clams drowned in beer and eel sautéed in beer.

### Franchise Opportunity

You can choose between a Unit Franchise per location or an Exclusive Master Franchise per country to start your own Brauhaus Restaurant and Pub in Asia. And you do not need any prior experience in the F&B industry to take advantage of this opportunity.

For a franchise fee and royalty, Chuah will give you the right to use Brauhaus Restaurant and Pub as the registered name and logo and a manual each on operations, kitchen preparation training, beverage and counter service training, interior design, floor management training, cashier training and branding and trademark.

Brauhaus will also provide initial consultation and training in all aspects of operations. Training takes a minimum of 12 to 15 days and the areas of consultation may include site identification, outlet layout and design, equipment selection and procurement, employee hiring and training and marketing and advertising.

For more information on this franchise opportunity, contact Strategic Consultants, Mr Alvin Sabai, T: 6338-8995.

### Brauhaus Restaurant and Pub

United Square #B1-13, 101 Thomson Road, T: 6250-3116  
Open 11am-2am (Mon-Thurs), 11am-3am (Fri-Sat, PH eve),  
5pm-1am (Sun). Live music by Roy's Noise Shop (Mon-Sat),  
The Evergreen (Sun).



**Brauhaus**  
House of Beer & Sausages

Serving 200 kinds of ice cold beer from around the world.  
Live music by Roy's Noise Shop from Monday to Saturday  
and The Evergreen on Sunday only.



**Business Hours**

11:00am - 2am (Mon - Thurs)  
11:00am - 3am (Fri, Sat & eve of public holidays)  
5:00pm - 1am (Sun)

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