



FOR IMMEDIATE RELEASE

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No Ordinary Barfly

15 DECEMBER 2006—Today, Barfly at The Cannery will be the first under the Buddha Bar umbrella to open in Asia. A brand synonymous with fabulous nightlife, this uber-chic joint is launching amidst eager anticipation. "With its famous pedigree, we're sure Barfly will take off well in Asia," says Clement Lee, Executive Director of Lifebrandz Ltd. "Our vision for The Cannery is to be the ultimate eatertainment hotspot for the sophisticated audience who will appreciate top international brand names in the party/dining scene. We're taking our success with MoS a notch up by introducing glitzy eatertainment hotspots like Barfly and FBar, that offer superb F&B on top of the best music around. In this industry, brands with longevity are the ones worth investing in."

Barfly Singapore is a restaurant/bar with oodles of sex appeal. The 12,000sq ft room has a touch of Orient and sleek modern lines. Glam-sophistication is the mantra. Plush, plummy accents in the huge space envelope a stunning headless Winged Victory statue (also known as Nike of Samothrace), flown in straight from the original Buddha Bar in Paris. A long bar stretches across the room, lined by cosy banquettes.

The cuisine is inspired with Oriental twists, Mediterranean influences and worldly flavours. The menu, jointly created by The Cannery's Executive Chef Edward Voon and Barfly's Chef de Cuisine, Barry Lim, is sophisticated and diverse. The sushi bar serves up top quality fish daily while the menu shows off the likes of slow-cooked piglet with red wine pear and balsamic jus, and goat cheese salad with figs in shallot lemon vinaigrette.

Chef Barry Lim explains, "Our aim is to create a setting where the music, food and drink will meld together to give you the ultimate experience. Barfly is a sensuous setting so our food is just as colourful and memorable to match. It's a dazzling taste of world cultures, yet there's a beautiful synergy in it all!" Pair the food with Barfly's cocktails (mischievous or classic, take your pick) and you're in epicurean heaven.

With the killer combo of intoxicating music and ambiance, topnotch cuisine and the air of *savoir faire*, Barfly will seduce even the most discerning clients.

“Created by Buddha Bar’s entertainment entrepreneur, Raymond Visan, Barfly is a ‘never been seen before’ restaurant cum bar concept and will add an exciting boost to our existing palate of entertainment products. Its modern and sexy concept, set in the newly refurbished Clarke Quay along Singapore’s premier entertainment precinct, Singapore River, will appeal particularly to visitors who seek unique nightlife experiences while in Singapore.” says Mr. Oliver Chong, Director, Cluster Development (Events & Entertainment), Singapore Tourism Board. “It is world-class lifestyle offerings by brand names like Barfly that will boost Singapore’s efforts to become the Entertainment Capital of Asia to help achieve STB’s 2015 Tourism targets of \$30 billion tourism receipts and 17 million visitor arrivals.”

Barfly Details

Address	:	Block 3C River Valley Road #02-02, The Cannery, Clarke Quay Singapore 179022
Enquiries/Reservations	:	(65)6887-3733
Website	:	www.barfly.com.sg
Opening hours	:	6:30pm to 11pm for dinner. Supper from 11pm till late.
Capacity	:	450 including bar and restaurant seating
Size	:	12,000 sq ft
Highlights	:	3m tall Headless Winged Victory statue from the original Buddha Bar in Paris; ultra-long bar that stretches across the restaurant; signature Buddha Bar music.

Chef’s bio

Chef de Cuisine Barry Lim was a member of the National Culinary Team that won awards at the EXPOGAST Culinary World Cup in Luxembourg in November 2006. He has also represented the Gourmet Team for Raffles Hotel during Salon Culinaire Asia and won gold medal in 2002 and silver medal in 2004. Barry has also worked at high-profile epicurean events with guest chefs such as Tetsuya and Charlie Trotter. This year, he was honoured as a member of the esteemed Societe Escoffier.

About The Cannery

The Cannery aims to be the ultimate entertainment, nightlife and food & beverage concept destination – the coolest party central of Asia. With 8 international brands and

18 unique concepts that include; the iconic dance club from UK – **Ministry of Sound**, chill-out **Kandi Bar**, glamorous **FashionBar**, Italian bistro **BICE**, sophisticated restaurant-bar **Barfly** and the highlight, a gallery/restaurant/bar/club for all your addictions, **The Clinic** and its molecular gastronomy restaurant **Aurum**, guests will be spoilt for choice. From pre-dinner to dinner to supper, it is one big fabulous playground to be explored and enjoyed.

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