RedDot - BrewHouse

RedDot BrewHouse currently operates 2 Brewpubs in Singapore. The brand name RedDot traces my first encounter with beer brewing in South Africa. In 1997 when I was on a safari holiday in South Africa, I was introduced to the concept of home-brewing. When I wanted to buy the necessary brew ingredients at one of the homebrew shops, I was asked whether I wanted to brew a Ale or a Lager. At that time, not knowing enough about beers, I was puzzled. The ingredients were packed and marked with Red dot or with no marking at all to differentiate between Lager or Ale. I chose a packet with Red dot marking. That marked my start into brewing. As such, when I decided to set up a microbrewery, RedDot becomes a natural choice of a name.

RedDot BrewHouse at Dempsey Road was opened in 2007. It is a passion in brewing that took almost a decade to step up to commercial scale. The brewery is housed in a restored old barracks, surrounded by lush tranquility. Two and a half years later in 2010, the second RedDot BrewHouse outlet was opened on the bank of Singapore River, in the Central Business District.

Red Dot - Singapore

Singapore is also often referred to as "Little Red Dot". The nickname came about in 1997 during the Asian Financial crisis. Indonesia was in financial trouble. The crisis threw Indonesia into political turmoil. The strongman of that time, President Suharto was forced from power during the crisis. His weak deputy became President. The new President Habibe wanted Singapore to extend to Indonesia a $5 billion unsecured loan. Unsure that the new President would survive the financial turmoil and honor repayment, the Singapore Prime Minister diplomatically told the President that he could not authorized the loan as he is answerable to the Parliament. Still seething when the Singapore Defense Minister paid a courtesy call on the new President, he brought the Singapore Defense Minister to a world map and traced the big outline of green space on the map and said "Indonesia". Then he pointed at Singapore location and said "Little Red dot". It was meant as diplomatic slight. But the Singapore government used the episode to remind its citizen of the bigger neighbor's view on Singapore, and Singapore's vulnerabilities. The episode was also used to rally the Singaporean that we might be small; but Little Red Dot - Singapore is like a spark in the darkness - burning bright, when all the other neighboring countries were in financial troubles.

RedDot Brewhouse is proud to be associated with "Little Red Dot Singapore”, even though the brand name RedDot brewhouse has different origin.

Bottling And Selling Beer Beyond The Restaurant

Until now the beer brewed in Red Dot are sold on site. But Red Dot has invested in a bigger brewery recently and intended to gain wider distribution. Currently Tiger Beer, the nation icon, dominates the Singapore market. But recently Heineken bought over of Tiger Beer. This has created in the mind of Singaporean that we have lost the Singapore icon. Red Dot wished to seize this market opportunity to establish our self as the new Singapore beer icon

RedDot already has a logo designed 5 years ago (Please see attachment1). The line radiating from the Singapore Island in the logo signifies the vision to distribute the beer worldwide. The logo holds special meaning to me. It is a constant reminder of my dream. However, I do not think it mean anything to the consumer unless explained.

To further understand RedDot, I would like to invite you to log on [www.reddotbrewhouse.com.sg](http://www.reddotbrewhouse.com.sg)

As I am still looking for the designs that capture the spirit of RedDot in the label, I would to invite you to design the beer logo/label. The designer label should achieve the following objectives:

1. To capture the “can do” spirit of RedDot. ( From homebrew to microbrewery)
2. To project RedDot as “a spark burning bright”. (A bright star )
3. The passion to craft beer. ( Unlike the big brewery that supply only one style of beer, RedDot will continue to craft new beers and give the consumers a spectrum of choices ). To also cater space in the label that would allow changes for beer style – Stout/Weizen/Kolsch/Pilsner…etc
4. To project the image that it is a Premium beer. (The graphics may include hops plant and barley ears.)
5. Convey the sense that it is a Singapore produced beer. (You may perhaps subtly incorporate the image of Merlion (please google search Merlion) which is a Singapore tourists icon into the background of the beer label design )
6. Our corporate color is red, white and black. But I can accept changes to the colors; but the letter Red must be in red (my wife said so!!)
7. You may change the font.
8. The label/part of it should be suitable for used on the beer glass
9. The above is only guidelines; It is definitely not cast in stone. You are encouraged to understand what RedDot stand for, then interpret and express it in your own creative ways.

