

True Heritage Brew (Singapore) Pte Ltd

Timeless Cocktail Mixes from Across the World

True Heritage Brew are timeless cocktail mixes from across the world, readily concocted to perfection in single bottles.

How It Started

True Heritage Brew (THB)'s maiden and flagship product Singapore Sling® Original Mix was conceived and developed by Mr. H. S. Chow at the request of the Raffles Hotel Singapore after the hotel was rebuilt towards the end of the 1980's. After it was developed, Mr Chow commissioned a first-class bottling facility in Austria to deliver the required consistency, purity and quality of the THB Singapore Sling® Original Mix that we have today, and supplied it exclusively for nearly a decade to the Raffles Hotel Singapore.

The Next Steps

THB Singapore Sling® Original Mix then embarked on its marketing initiatives and with its exceptional taste and quality, it quickly gained an impressive following – from Singapore's national carrier, Singapore Airlines, to leading luxury hotels such as the Shangri La and Grand Copthorne.

THB Singapore Sling® Original Mix also became a favourite for food and beverage outlets to create the perfect and original Singapore Sling easily, quickly and consistently. THB Singapore Sling® is the quintessential Singapore National Cocktail for the world.

The Present

In 2011, fast on the heels of the success of the THB Singapore Sling® Original Mix, Mr Chow began to research and develop other classic cocktail mixes. In April 2016, he launched the full range of mixes which consists of Mojito, Sex On the Beach, Long Island Iced Tea, Margarita, Pina Colada and Mai Tai.



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Tasty Singapore-endorsed brand:

True Heritage Brew