



For immediate release

Take Five at Singapore's first *Tachinomi Izakaya* inspired bar!



Singapore, 30th April 2010 – Finally, a bar that makes cents. There are no restrictive happy hours, exorbitant cover charges or confusing promotions. At Fiv 五 Izakaya Bar, customers get to enjoy SGD\$5 specials all day long - Asahi beer, sake, shochu, choya, wine, cocktails, house pour spirits, and a wide array of Japanese bar snacks such as Ebi Fry (fluffy battered prawns served with mayo and Japanese pickles) and Chicken Karaage (juicy tender chicken with a crispy coating served with mayo and Japanese pickles).

Pay a little more and pair our bar bites with house specialities such as Sake-hito (Sake + Mojito) and Choya-tini (Choya Shiso + Dry Vermouth + Orange Twist).

Through word of mouth, Fiv 五 Izakaya Bar has already become a popular hangout for expatriates, professionals, tourists, and anyone looking for a great time that is easy on the wallet.

The concept is inspired by *Tachinomi Izakaya* – stand-and-drink bars popular with Japan's salarymen looking for a quick, cheap drink and snacks. They are a

common sight in Tokyo, where there are currently an estimated 1,000 such set-ups. At Fiv 五 Izakaya Bar, we understand that you need to take a load off your feet at times, so we provided comfortable seating in contemporary chic surroundings.

Here are 5 reasons why you will fall in love with Fiv 五 Izakaya Bar:

1. It is the only bar in Singapore that is flanked by a pair of escalators going up five storeys high (ask the staff where they lead to).
2. Chill to music from our live band Ian Ortega and Rebecca Burch, who belt out tunes from the two-storey high stage perched between the escalators – you have to see it to believe it!).
3. As you knock back that cocktail, gaze on iconic landmarks like the Singapore Flyer, Fullerton Hotel, and Marina Bay Sands Integrated Resort.
4. \$5 specials that are big on flavour, but easy on the wallet.
5. Conveniently located above Raffles Place MRT Station, and only a few steps away from the taxi stand.

Visit us online at www.fivebar.sg for more information. You can also find us on Facebook, just search for “Five Izakaya Bar”.

Location:

16 Collyer Quay, #01-05B, Singapore 049318

Opening hours:

Monday to Saturday, 12pm to 12am

Combined seating and standing capacity:

150 patrons

General Contact information:

T: +65 6536 8955

E: info@fivebar.sg

Special Invitation to the Media:

Fiv 五 Izakaya Bar will be officially opened on **5th May 2010 at 5.55pm**. If you would like to attend the opening, please RSVP via email to luke@fivebar.sg with the following information:

1. Full Name
2. Media Title and Designation
3. Contact Information

For any media enquiries and requests for photos & videos, please contact:

Luke Lee

Director, Fiv 五 Izakaya Bar

mobile: +65 9799 3365

email: luke@fivebar.sg