



TASTE THE DIFFERENCE IN 25 DEGREES' NEW DRY-AGED BURGER

A limited-edition burger and exciting new promotions including free-flow fries!



Above: Dry-aged Burger

SINGAPORE, August 2020 – This August, 25 Degrees Singapore is introducing a limited-edition ***dry-aged burger*** and an appetizing new weekly routine that includes free-flow fries, \$1 wings and half-priced burgers!

The Dry-aged Burger

25 Degrees have created a flavour powerhouse with their latest gourmet burger – made with in-house dry-aged meat which gives the Australian Black Angus beef patty just the right amount of richness, complexity and a deeply meaty taste, ready for the grill.

During the 4-6 weeks dry-aging process, the meat tenderises itself with its own enzymes to reach a perfectly succulent and juicy texture, that creates a more intense taste. The fat content of the premium Australian black angus transforms the meat into an impeccable, melt-in-your-mouth experience that's pure beefy bliss.

The dry-aged Australian black angus beef patty is topped with bacon, cheddar cheese and dressed with an aromatic green pepper mayonnaise, sandwiched between house-made soft rye buns. This umami-packed burger with a twist is a real carnivores' treat.

Priced at \$18++, the burger is available until the end of September 2020.



New Weekly Routine

The team at 25 Degrees Singapore are rolling out a new weekly routine that is bound to stir the hearts and tummies of their loyal and new fans alike.

- Crowd favourite **25 Degrees Wings** will be going for **\$1++ a wing** on Mondays from 5pm – 10.30pm. Tossed in a spicy house-made sauce, they are the perfect bar snack or side, with a satisfying kick of heat.
- For the beer-aholics, 25 Degrees Singapore is where it's at, especially on Tuesdays where selected craft beers are \$10++ a bottle (usually priced at \$16++)! Those looking to something different like fruity, dry-hopped amber lager, look no further! A number of bottled craft beers are available, including **Brooklyn Lager** or **Brooklyn Defender IPA** for just **\$10++ a bottle, all day every Tuesday!**
- By popular demand, the **all-day 1-for-1 classic milkshakes** are making a comeback to the **weekly lineup, each and every Wednesday!**
- Weekends cheat meals are made even better with unlimited fries! For every 25 Degrees signature burger ordered, top up **\$5++ for 1 hour of free-flow French fries. Available from 2pm – 7pm on weekends only.**

Refer to Appendix A for the full weekly routine.

Follow 25 Degrees on Facebook ([fb.com/25degreesSG](https://www.facebook.com/25degreesSG)) and Instagram ([@25degreesinsingapore](https://www.instagram.com/25degreesinsingapore)) for the latest updates.

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Hi-res images are available for download here: <https://bit.ly/25DAugust>

About 25 Degrees

25 Degrees is an exciting burger, wine and liquor bar that originates from Los Angeles, and has been endorsed by A-List celebrities as their go-to burger joint. Evoking classic Hollywood charm, the burgundy wallpapered indoor and outdoor space is glamorous yet comfortable and offers mouth-watering burgers to everyone, making it one of the hottest dining spots to visit.

About R&B Lab

R&B Lab is dedicated to launching and rolling-out successful, cutting-edge and recognized restaurants & bars concepts in Asia and US, gathering over 25 years proven track record in managing and operating popular operations.



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Appendix A

Weekly Promotions at 25 Degrees Singapore at a glance

Day	Promotion
Mondays 5pm – 10.30pm	\$1++ a 25 Degrees Wing from 5pm, while stocks last
Tuesday 11am – 10.30pm	All-day premium Brooklyn Lager and IPA beer at just \$10++ per bottle (U.P. \$16++) from 11am – 10.30pm
Wednesdays 11am – 10.30pm	1-for-1 milkshakes from 11am – 10.30pm
Weekends 2pm – 7pm	For every purchase of a signature burger, top up \$5++ to enjoy one hour of free-flow fries
Every Day	<p>Specially priced - Cheeseburger at \$8++, Double Cheeseburger at \$11++</p> <p>Set Lunch Special - \$12++, upsize burger at \$15++ (11am – 3pm)</p> <p>Set Dinner \$18++ (7pm – 11pm) Happy Hour 1-for-1 selected beers and bites (3pm – 7pm) Student Special: Cheeseburger Set at \$10++</p> <p>Daily Happy Hour (3pm – 7pm) Buy 1 Get 1 Free Beers and Bites</p>