

## Mermaid Sighting Near Grand Copthorne Waterfront



**Singapore, 21 November 2013** – A Mermaid was sighted along the Singapore River, near Grand Copthorne Waterfront, just after 9am this morning – or so it appeared. The Mermaid was a staff member of Millennium & Copthorne International Limited who played the part to promote the hotel's "**Beaujolais Nouveau est arrivé!**" ("The New Beaujolais has arrived!") in Singapore.

The breakfast wine affair by the Singapore River was organised by the Grand Copthorne Waterfront hotel, where the Mermaid made her appearance with a case of Beaujolais Nouveau. The event was attended by members of the French community, business associates and the media.

The morning programme saw two French men cycling along the Singapore River. They discover a Mermaid sitting on the Quayside and exclaim in delight. The Mermaid is holding a bottle of wine and readily offers it to them.

Both men notice a few cartons of similar wines – Beaujolais Nouveau 2013 beside her. They then exclaim loudly in French that the "Beaujolais Nouveau has arrived in Singapore!"

This was the cue for staff to serve the chilled Beaujolais Nouveau to guests.

The third Thursday of every November traditionally marks Beaujolais Nouveau Day and is the annual global celebration heralding the arrival of the season's first wine. Beaujolais Nouveau is a red wine made from Gamay grapes produced in the Beaujolais region of France.



“After Bastille Day, Beaujolais Nouveau Day is regarded by many as the next most celebrated day in France. We are very delighted to bring this French wine celebration here and we hope that this will be an annual affair that the wine loving community can look forward to every year,” said Winston Reinboth, General Manager of Grand Copthorne Waterfront.

“I’m very happy that the staff came out in full support of this event and even got into the spirit of the things by dressing up for it and having a bit of early morning fun,” he added. The Mermaid was played by Ms Jennifer Yeo, Marketing Communications Manager of Grand Copthorne Waterfront Hotel.

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