

FOR IMMEDIATE RELEASE

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An Epicurean exBEErience for 200 Carlsberg Smooth Draught Lovers

The Real Spicy, Real Smooth campaign with Chef Mano Thevar reaches its pinnacle in an extravagant grand finale for loyal fans!

SHAH ALAM, 27 July 2022 – The Carlsberg Smooth Draught ‘Real Spicy, Real Smooth’ dining exBEErience has been an anticipated affair ever since the news made headlines. As anxious contestants gripped the edge of their seats in fervent excitement, 100 lucky winners and their partners were awarded the coveted prize of experiencing the edgiest contemporary Indian cuisine and Carlsberg’s signature refreshing smooth brew, Carlsberg Smooth Draught, in one fiery night of gastronomic symphony.

Spearheaded by the culinary maven – two Michelin-starred Chef Mano Thevar, the exclusive food pairing event delivered not just star-studded treatment but a four-course meal that brought to life the combinations of spicy Indian cuisine complemented and infused with Carlsberg Smooth Draught. The blend of heat and spice that graciously worked the palate coupled with the refreshing and hoppy taste of Carlsberg Smooth Draught induced a medley of unexplored flavours that took diners on an epicurean journey.

According to Lye Say Hong, “I’m super excited to be able to enjoy the experience of fine dining with Carlsberg! Never in my life have I won a prize, so this means a lot to me. When I first tried Carlsberg Smooth Draught I was intrigued. It was very smooth, which got me going. I fell in love with it! I am very excited to participate in tonight’s event.”

“I’ve personally never tried beer with spicy food before, so my first thoughts were I really want to win this prize. I really love spicy food and I love Carlsberg so when I won, I was over the top. I’m enjoying every single moment of this event and I really want to thank Carlsberg for this superb experience, they really are the best beer in the world!” said Thiban Eaganathan, another lucky winner.

Kicking-off the evening with mouth-watering welcome bites, Chef Mano Thevar initiated diners with fluffy *Chilli Cheese Kulcha* served with a deliciously creamy Carlsberg Smooth Draught infused butter. Once guests were seated, they were treated to the culinary performance of Chef Mano and his crew working like clockwork behind the open kitchen. The debut for the evening came in an explosion of layered flavours that encapsulated the senses with an opening snack of *Beetroot Chaat*, *Maitake Mushroom Samosa* and *Chettinad Chicken Taco* or *Vindaloo Jackfruit Taco* on the vegetarian menu.

For the appetiser, a perfectly seared *Hokkaido Scallop* submerged in a rich coconut sothi infused with Carlsberg Smooth Draught delivered depths of velvety essence with each mouthful, while non-meat eaters indulged in a beautiful *Zucchini Blossom* coated with the same sultry gravy.

The mains which offered either *Saratoga Lamb Korma*, *Crispy Amadai* or *Cauliflower Malabar* immersed the tastebuds with spicy earthy flavours blended with Carlsberg Smooth Draught as one of the key ingredients. Each mouthful delivered a magical fusion of hot and piquant cuisine elevated by the refreshing smoothness of Carlsberg Smooth Draught, bringing guests on a mouth-watering joyride.

The meal was then strikingly concluded with *Rasmalai*, a Carlsberg Smooth Draught infused ice-cream, to wash down the heat induced feast.

“This was a really great campaign by Carlsberg. I’ve always been a fan of Carlsberg Smooth Draught, and this was something truly unique. I even got a chance to tap my own beer for the very first time and learn about what goes into the creation of Carlsberg Smooth Draught which was really interesting. The fact that the food was created by a Malaysian Michelin-starred chef was really the cherry on top of the cake for my partner and I, we were very proud to be part of this experience,” mentioned Ricknesh Kishor, another winner of the dining exBEERience.

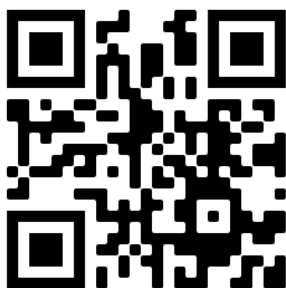
The versatility of Carlsberg Smooth Draught delivers endless new and innovative adventures that will allow drinkers to really explore the depths of its flavour. With special thanks to Chef Mano Thevar and The RuMa Hotel and Residences in making the campaign a success, Carlsberg Malaysia now looks to bringing more exciting and contemporary campaigns to the fore.

Visit <https://www.probablythebest.com.my/> to find out more about our upcoming promotions in-store and be sure to ‘Like’ and ‘Follow’ @CarlsbergMY on Facebook and Instagram for Carlsberg’s latest activities and giveaways.

Of course, as part of living a safe and responsible life, we advocate responsible consumption, always remember if you drink, don’t drive – #CelebrateResponsibly.

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For more communication materials and information on Chef Mano, scan here:



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About Carlsberg Malaysia

Carlsberg Brewery Malaysia Berhad was incorporated in December 1969. We are a dynamic brewer with operations in Malaysia and Singapore, with stakes in a brewery in Sri Lanka.

Our international portfolio of brands features Probably the Best Beer In The World – Carlsberg Danish Pilsner, Carlsberg Smooth Draught and Carlsberg Special Brew. This Carlsberg trio is complemented by international premium brews featuring France's premium wheat beer 1664 Blanc, 1664 Rosé, Japan's No.1 premium beer Asahi Super Dry, European cider Somersby, British-inspired Connor's Stout Porter draught, as well as craft beers Brooklyn Brewery and Jing-A. Our local brands include SKOL, Royal Stout, Jolly Shandy and Nutrimalt.

Our approximately 600-strong workforce sell our products in a responsible manner within our sustainability-driven business. Our products are for non-Muslim consumers aged 21 and above. #CelebrateResponsibly – if you drink, don't drive!
Find out more at www.carlsbergmalaysia.com.my

200 位 Carlsberg 顺啤爱好者尽享美食美酒体验

与 Mano Thevar 主厨合作的 Real Spicy, Real Smooth 活动达到顶峰，为忠诚粉丝献上华丽谢幕！

（莎亚南 7 月 27 日讯）Carlsberg 顺啤（Smooth Draught）香辣美食与顺滑啤酒的完美搭配盛宴（‘Real Spicy, Real Smooth’ dining exBEERience），自从有关新闻备受关注以来，已成为万众期待的盛事。在参赛者拭目以待的情况下，100 位幸运儿与他们的另一半赢得了所渴望的奖品—在一个火辣辣的美食之夜，体验最前卫的现代印度料理，以及 Carlsberg 的著名清爽顺滑啤酒 Carlsberg 顺啤。

由烹饪大师—米其林二星级主厨马诺·特瓦尔（Mano Thevar）引领，该独家餐酒搭配活动，除了星级待遇，也献上了四道菜，让香辣印度料理与 Carlsberg 顺啤的结合相得益彰。刺激味蕾的辣味与香料，加上 Carlsberg 顺啤的清爽口感和啤酒花味，带领宾客踏上美食之旅，发现一系列尚未探索的风味。

其中一位幸运儿赖世鸿（Lye Say Hong）表示，“我感到超级兴奋，能够与 Carlsberg 享受高级料理的体验！我这辈子从来没有赢过奖，所以这对我来说意义重大。当我第一次品尝 Carlsberg 顺啤时，我就被它迷住了。它非常顺滑，让我心花怒放、一饮钟情！我真的非常兴奋能够参与今晚的活动。”

另一位幸运儿迪班（Thiban Eaganathan）说道，“我本身从来没有尝试过啤酒搭配香辣美食，所以我第一个想到的是，我真的很想赢取这份奖品。我超爱吃辣，也超爱 Carlsberg，所以当我赢奖时，我感到高兴极了。我很享受这场活动的每一刻，非常感谢 Carlsberg 给予这个绝佳体验，Carlsberg 的确是全球最佳啤酒！”

当晚以令人垂涎的小点心拉开序幕，马诺主厨先让到场的宾客，品尝蓬松的辣椒芝士面包（Chilli Cheese Kulcha），搭配以 Carlsberg 顺啤调制的醇香牛油。宾客入席后，即可观赏马诺主厨与团队在开放式厨房大展厨艺。随后登场的开胃小吃引爆一层层风味，打开感官，包括甜菜小吃（Beetroot Chaat）、舞茸蘑菇咖喱角（Maitake Mushroom Samosa）、切蒂纳德鸡肉塔可（Chettinad Chicken Taco）或素食菜单的温达卢菠萝蜜塔可（Vindaloo Jackfruit Taco）。

作为开胃菜的火烤北海道扇贝，浸在融入 Carlsberg 顺啤的浓郁椰子酱汁（Coconut Sothi），为每一口带来天鹅绒般的精华，而素食者则享用了优美的夏南瓜花（Zucchini Blossom），也同样浸在椰子酱汁中。

当晚的主菜选择，其中包括无骨咖喱羊肉（Saratoga Lamb Korma）、香脆鲷鱼（Crispy Amadai），或马拉巴菜花（Cauliflower Malabar），注入了 Carlsberg 顺啤作为主要材料之一，并以火辣风味点

燃味蕾。每一口都带来热辣的爽快感，搭配 Carlsberg 顺啤的清爽顺滑口感，体验大幅提升，为宾客带来口福满满的夜晚。

用过火辣十足的晚餐后，各位宾客享用了 Rasmalai 甜奶球，即融入了 Carlsberg 顺啤的冰淇淋下下火，作为结尾。

这场香辣美食与顺滑啤酒的完美搭配盛宴的另一位得奖者瑞克纳什（Ricknesh Kishor）说道，“Carlsberg 所带来的这个活动真的超赞，我一向来是 Carlsberg 顺啤的爱好者，而这个体验真的别具一格。有趣的是，我还有机会亲手为自己呈上一杯顺滑的 Carlsberg 顺啤生啤酒，并认识 Carlsberg 顺啤的酿造过程，和品尝由大马米其林星级主厨所创造的料理，对我和我的另一半而言，确实是锦上添花，我们很荣幸能够参与其中。”

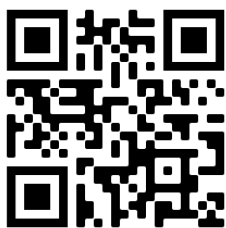
Carlsberg 顺啤的多功能性带来了无穷无尽的的创新体验，让饮酒者真正探索其风味的深度。特别感谢马诺主厨和 The RuMa Hotel and Residences 的鼎力支持让这项活动圆满落幕，马来西亚 Carlsberg 集团期待带来更多精彩且现代感十足的活动。

欲知更多即将展开的促销，请浏览 <https://www.probablythebest.com.my/>。记得在脸书和 Instagram 点赞跟踪@CarlsbergMY 以获知 Carlsberg 最新活动和好康。

当然，为了生活安全和责任心，我们提倡#理性饮酒，时时刻刻记住“酒后不开车，平安到永久”。

-完-

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