

FOR IMMEDIATE RELEASE



**PRESS
RELEASE**

KRONENBOURG 1664 PRESENTS THE FRENCH ART OF CULINARY

A palatable French journey of epicurean delights

KUALA LUMPUR, 14 December 2012: French No.1 super premium beer Kronenbourg 1664 successfully hosted another gastronomic experience featuring the French culinary skills of Chef Nathalie Arbefeuille at Nathalie's Gourmet Cuisine, Menara Taipan. The dinner was perfected by Carlsberg Malaysia's impressive range of premium beers making it a perfect presentation of The French Art of Culinary.

Kronenbourg 1664 has not only established itself as a super-premium French beer, but has received accolades and endorsements by top French chefs in Malaysia, such as Chef Nathalie.

This has further affirmed that Carlsberg Malaysia has the most exciting range of premium beers in Malaysia and continuously presents modern, extraordinary and exciting food and beer pairing evenings and interactive sessions with guests.

A five course degustation menu specially paired and infused with Kronenbourg 1664, Kronenbourg 1664 Blanc and Somersby Apple Cider was created such as the Hokkaido Scallops and Foie Gras Duo, Green Cabbage Cooked in Kronenbourg 1664 with a Cabbage Broth Emulsion, Floating Somersby Apple Cider Sorbet and Homemade Brioche "Pain Perdu", Vanilla Custard Sauce, Apple and Pear Tarte Tatin and Kronenbourg 1664 Blanc Ice Cream. The night was further complemented by Asahi Super Dry and Grimbergen Ambree.

Soren Ravn, Managing Director of Carlsberg Malaysia said "As purveyors of fine beers, wines and spirits, we are inspired to create an experience that brings out the mellifluous textures and unique essence of our international premium beers. Having Chef Nathalie preparing the dishes exclusively with Kronenbourg 1664 shows the diversity and potential this champagne of beers can offer in the culinary industry simply because it is brewed using only the finest ingredients which is the Strisselspalt hop, known as the caviar of hops, giving it its unique and superior taste."

"Being the dynamic brewer in Malaysia with a portfolio of international brands, we have been proactive in promoting the gourmet food and beverage hence supporting the Tourism Malaysia. Carlsberg Malaysia is the official beer sponsor of the Malaysia International



Gourmet Festival (MIGF) and bi-annual Food & Hotel Malaysia (FHM) co-organized by Malaysian Association of Hotel, Chef Association of Malaysia and Malaysia Food & Beverage Executives Association (MFBEA) for few years now, and this year for the first time, Kronenbourg is the proud sponsor of the TimeOut KL Food Awards. Our partnership with all the F&B industry leaders and associations is a great platform for us to showcase our brand portfolio and inculcate the culture of food and beer pairing”, Soren added

The ambient of the restaurant was set up perfectly to accompany the mood of the night as business partners and honourable guests were welcomed by the down-tempo ensemble of the international jazz band from Malaysian Philharmonic Orchestra while enjoying their journey of epicurean delights through Chef Nathalie's culinary expertise.

Truly an alluring experience for the senses, each stage of the indulgent voyage ignited distinctive sentiments. Each pairing offered guests a unique venture and opened up a whole new world of palatable pleasures.

The Carlsberg Malaysia dinner evening was presented with a vision to inspire guests to reflect on, and derive as much pleasure from the flavours, aromas and beauty of cuisine, crafted flawlessly by only the best in culinary arts. Paired with Carlsberg Malaysia's diverse and impressive portfolio of brands, this dynamic brewer offers the finest and most eminent alcohol beverages for all consumers' penchants and occasions.

About the Dinner

The night started off with 3 amazing canapés served during the cocktail hour with refreshing Somersby Apple Cider and Asahi Super Dry. The mouth-watering preamble was a tantalising sneak preview to the feast that was to commence.

The first dish, the King Fish prepared in an inimitable French style preserved with lemon mouse, served with Mesclun salad with balsamic and lemon dressing and paired with Kronenbourg 1664 lager, introduced the bitter sweet tang of Kronenbourg 1664.

The Hokkaido scallops and Foie Gras Duo was presented on green cabbage infused in Kronenbourg 1664 with a cabbage broth emulsion. The dish was cook to perfection and the beer infusion added just the perfect lemon zing. A refreshing burst of floating Somersby Apple cider sorbet took to palates after. The cider made from fresh apple juice was indeed a stimulating experience.

Roasted Venison Tenderloin on top a Celeriac Puree sauce with chocolate flavours, hazelnut tuile and thyme polenta came next. This superb dish was paired with Grimbergen Ambree and it was a match made in heaven.

The gastronomic experience came to an end with the main highlight for the night, a Homemade Brioche “Pain Perdu”, Vanilla Custard Sauce, Apple and Pear Tarte Tatin with a signature Kronenbourg 1664 Blanc Ice Cream. The subtle citrus and fruity notes of the beer ice cream enhance the dessert giving everyone a pleasant end to an amazing dinner.



----- End -----

This media release has been prepared by Carlsberg Brewery Malaysia Berhad and is for immediate release. For further enquiries, please contact:

Carlsberg Malaysia

Ee Hood Liang
Brand Manager
D/L: 03 – 5522 6351
eehl@carlsberg.com.my

Pearl Lai
Head of Group Communications
& Marketing Activation
D/L: 03 – 5522 6408
pearllai@carlsberg.com.my

Milk PR Sdn Bhd

Kim Yeow
H/P: 012 – 218 8058
kim.yeow@milkpr.com.my

Michelle Bridget
H/P: 012 – 697 7356
michelle.bridget@milkpr.com.my