

FOR IMMEDIATE RELEASE

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Enjoy Asahi, Win a Michelin-Star Dining Experience!

Intimate degustation course by Chef Yuichi Kamimura awaits fans of the No. 1 Japanese Beer in the world

SHAH ALAM, 19 September 2019 – When one thinks of food pairing for haute cuisine, one rarely thinks of beer. Not so when pairing with Asahi Super Dry, brewed in a unique *karakuchi* (“dry”) style to give a clean, crisp palate and no bitter aftertaste. Best paired with food, Asahi is giving foodies a chance to expand their gastronomic experience with French-Japanese cuisine prepared by Michelin-star chef Yuchi Kamimura at Saujana Hotel KL this October!

Celebrating good food and good taste, Asahi drinkers and their friends can now stand a chance to win a six-course degustation menu by chef Yuichi Kamimura at Senja, Saujana Hotel KL by simply purchasing draught or bottled Asahi at five participating outlets in the Klang Valley to get a lucky draw ticket.

A lucky draw ticket will be given for every purchase of three full pints, six half pints or one bucket of Asahi, while a purchase of one Asahi beer tower offers two lucky draw tickets. Twenty grand prizes are up for grabs, where winners can bring one friend each to this exclusive gastronomic treat of good food and good taste.

The five participating Klang Valley outlets are RP Entertainment Centre at Saujana Hotel, The Good Guys at Plaza Arkadia, Desa Parkcity, The Library at Mid Valley Megamall, Tavern 13 in Petaling Jaya, and CONVO in Subang Jaya. Winners are drawn weekly, so head on over to these outlets to increase your chances of winning!

Caroline Moreau, Marketing Director of Carlsberg Malaysia, commented, “We are excited to showcase how Asahi Super Dry, with its refreshing *karakuchi* taste profile, pairs perfectly with any type of cuisine. The dining experience would be of good food and good taste between Japan’s No. 1 premium beer with chef Kamimura’s masterful culinary skills.”

Founder of Michelin-starred, Japanese-French restaurant KAMIMURA in Hokkaido, chef Yuichi Kamimura developed his passion for food and flavours from a young age and served as apprentice of renowned Sydney-based master chef Tetsuya Wakuda. After his first successful restaurant venture in Sapporo, he established KAMIMURA in Niseko, where his cuisine remains inspired by Hokkaido’s pristine natural environment and local flavours.

For this exclusive pairing with Asahi Super Dry, chef Kamimura will be presenting a six-course degustation menu opening with tantalising squid fritters and dried mullet roe followed by a delectable scallop confit. This is followed by Kamimura's culinary mastery of the freshest seafood, meat and farm produce with three subsequent presentations of braised vegetables, grilled lobster, and chargrilled wagyu beef sirloin, which will finally bring guests' soaring tastebuds to a finale with a refreshing pear sorbet.

For more information, visit the Asahi Malaysia Facebook page at www.facebook.com/AsahiMY.

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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. We also have a regional presence via exports to Thailand, Taiwan, Hong Kong and Laos.

Our international portfolio of brands features Probably The Best Beer In The World – Carlsberg, Probably The Smoothest Beer In The World – Carlsberg Smooth Draught and Probably The Best Strong Beer – Carlsberg Special Brew. This Carlsberg trio is complemented by international premium brews including France's premium wheat beer 1664 Blanc, Japan's No.1 premium beer Asahi Super Dry, European cider Somersby, British-inspired Connor's Stout Porter draught, US award-winning craft beer Brooklyn Brewery as well as Corona Extra, the imported premium Mexican beer brand. Our local brands include SKOL, Royal Stout, Jolly Shandy and Nutrimalt.

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畅饮 Asahi, 赢取米其林星级大餐待遇!

星级主厨上村雄一 (Yuichi Kamimura) 带来精致料理大餐为世界第一日本啤酒的粉丝上菜

莎阿南 19 日讯 – 人们鲜少想到高级名厨料理可以搭配啤酒, Asahi Super Dry 就是一个例子, 它独特的辛口 *karakuchi* (“dry”) 精致口味, 带给人畅快、清爽的口感, 而且少了苦涩的回味。与食物是绝配的 Asahi, 将在来临的 10 月, 让老饕们有机会到吉隆坡绍嘉娜酒店, 一尝米其林星级主厨上村雄一 (Yuchi Kamimara) 料理的日式法国佳肴, 享受味蕾的惊艳!

想要和好友一尝佳肴好滋味的 Asahi 爱好者, 只须于 9 月期间在巴生谷 5 家参与的销售处购买 Asahi 生啤酒或瓶装 Asahi, 即可获得一张幸运抽奖券, 以赢取由星厨上村雄一在吉隆坡绍嘉娜酒店 Senja 餐厅料理的六道绝佳菜品。

凡购买三大杯、六小杯或一桶 Asahi, 即可获得一张幸运抽奖券, 而购买一塔 Asahi 啤酒者, 则可获得两张幸运抽奖券。一共有 20 份大奖待赢取, 得奖的幸运儿可以携带一位朋友前往享用这一餐的高级料理, 享受美好的滋味。

巴生谷 5 家参与的销售处是绍嘉娜酒店的 RP Entertainment Centre、位于 Desa Parkcity 之 Plaza Arkadia 的 The Good Guys、谷中城的 The Library、八打灵再也的 Tavern 13 以及梳邦再也的 CONVO。每周都有幸运儿出炉, 别错失到上述 5 家销售处获取赢奖的机会!

马来西亚 Carlsberg 市场总监柯诺琳说: “我们很高兴能让 Asahi Super Dry 的辛口 *karakuchi* 的清爽口味与各种料理形成绝搭。日本销售第一啤酒配星厨 Kamimura 炉火纯青的厨艺, 呈现的就是垂涎欲滴美味佳肴。”

上村雄一就是北海道日式法国风味餐厅 KAMIMURA 的创办人, 他年轻时就对食物料理充满热忱, 并曾向悉尼著名主厨 Tetsuya Wakuda 学艺。他在札幌市创业成功后, 便在新雪谷创立了 KAMIMURA 餐厅, 其菜品灵感皆源自北海道的宁静自然美景与当地的风味。

为了与 Asahi Super Dry 带来佳酿美食的绝搭, 星厨上村雄一的六道菜的第一道菜品是令人垂涎的香炸花枝馅饼及干鲷鱼子, 接着就是颊留香的油封带子。随后上村雄一将再端出拿手至鲜海

味、肉类菜品，再上三道扒蔬菜、烤龙虾及碳烤和牛西冷，一举让味蕾为之惊醒，最后再来个甜品洋梨雪葩，就完成了一顿完美的结局。

欲了解更多详情，请登录马来西亚 Asahi 脸书专页 www.facebook.com/AsahiMY。

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