

FOR IMMEDIATE RELEASE

Press Statement 45/2019

31 October 2019

Page 1 of 4

Perfecting Japanese Dining with Asahi

Asahi Super Dry, Japan's No.1 Beer, rewards contest winners with an exclusive Michelin-star dining experience

SUBANG JAYA, 31 October 2019 – World-acclaimed for its signature *karakuchi* taste, Asahi Super Dry, Japan's No. 1 premium beer hosted an exclusive gastronomic affair for 50 discerning drinkers at Senja, Saujana Hotel KL, where guests were treated to Japanese Michelin-star chef Yuichi Kamimura's signature French-Japanese fusion cuisine perfected with Asahi's *karakuchi* experience – superbly refined, smooth and crisp with no bitter aftertaste.

Inspired by his passion for fresh ingredients and classic Hokkaido flavours, chef Kamimura crafted the delectable beer pairing degustation menu to reward contest winners of Asahi's promotion in September, which gave lucky draw winners the chance to experience exquisite Japanese food and gourmet beer pairing simply by purchasing draught or bottled Asahi at participating bars and bistros in the Klang Valley.

Asahi's Global Brand Advocate Gota Iribe flew in from Japan specially to demystify the Asahi's *karakuchi* experience. "*Karakuchi*, a term previously used to describe dry sake, accentuates the concepts of 'Tension' and 'Release' where the robust flavour of Asahi beer builds in one's mouth as tension, and when swallowed is released immediately ensuring a refreshing, crisp finish with no bitter aftertaste. You have to taste it to understand it!" Iribe-san explained.

The act of release or "cutting", also known as *kire*, is key to Asahi Super Dry's food pairing versatility. Asahi's brew cleanses the palate in preparation for the next burst of flavour, described by Iribe-san as "just like experiencing a first kiss with every new bite". He also showed guests the technique to pour a perfect pint of Asahi Super Dry, which is served with a fine, creamy head that shuts in the gas, allowing bubbles and tension to build for a crisp, refreshing release.

Caroline Moreau, Marketing Director of Carlsberg Malaysia, commented, "Asahi Super Dry's popularity comes from its iconic *karakuchi* taste, which complements any kind of cuisine superbly with its super dry, super crisp and super refreshing taste. We are proud to brew Asahi in Malaysia since 2011 and just like in Japan, the brand is the market leader for the Japanese beer segment in Malaysia. Known for its superior quality and excellent drinkability, it is a must-have beer at any Japanese restaurants or bars."

Chef Kamimura's six-course menu started with an appetiser of squid fritter with dried mullet roe infused with Asahi Super Dry, followed by a succulent scallop confit and braised vegetables with

matured tomatoes. The entrées of grilled lobster served in lobster bisque and chargrilled wagyu beef sirloin were a favourite with the crowd as showcases of the chef's expertise with steak and seafood. A delicate pear sorbet rounded off the evening.

Chef Kamimura also shared, "Asahi Super Dry is the first beer I ever tasted. Well known for its popularity and prominence, it is an icon in Japan ever since I was a teenager! Thanks to Asahi's versatility that pairs perfectly with anything, I enjoyed the freedom in creating this evening's menu with some of my favourite dishes."

To learn more about Asahi Super Dry, *karakuchi*, and future promotions, visit the Asahi Malaysia Facebook page at www.facebook.com/AsahiMY and follow Asahi's Instagram page at www.instagram.com/asahimj/.

-END-

For further enquiries, please contact:

Edmund Wong, Senior Brand Manager

DL: 03-5522 6405

edmund.st.wong@carlsberg.asia

Ezra Low, Corporate Comms & CSR Manager

DL: 03-5522 6431

ezra.uy.low@carlsberg.asia

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.

供即时发布

新闻稿 45/2019
2019 年 10 月 31 日

Asahi 让日式美食更完美

日本第一啤酒 Asahi Super Dry 回馈竞赛优胜者一顿独特米其林星级大餐

梳邦再也 31 日讯 – 世界享誉盛名，拥有独特辛口风味 (*karakuchi*) 的日本第一啤酒 Asahi Super Dry 在吉隆坡绍嘉娜酒店的 Senja 餐厅设宴款待 50 名酒客，并由日本米其林星级主厨上村雄一 (Yuichi Kamimura) 亲手为他们料理日式法国风味大餐，配上辛口风味，超细腻、顺滑、清爽又无苦涩回味的 Asahi，令宾客的味蕾为之大悦。

热爱新鲜食材，并受到北海道地道风味启发的上村雄一主厨亲手为 Asahi 九月份促销活动的优胜者料理美酒配佳肴丰盛大餐。这批得奖者是在巴生谷一带的酒吧及餐厅畅饮 Asahi 而成为本次的抽奖幸运儿，获得犒赏日式美酒佳肴大餐。

Asahi 全球品牌发言人 Gota Iribe 特地从日本飞抵此间一解 Asahi 辛口风味 (*karakuchi*) 之谜。Iribe 先生解释道：“*Karakuchi* 辛口一词原意是形容不甜，它凸显了 Asahi 的‘张力’及‘透彻’感，令浓郁的滋味入口后，透过喉咙时即可感受它的清爽，而且回味不带苦涩。这种滋味无法言传，必须亲尝！”

‘透彻’或‘切’日语称为 *kire*，它令 Asahi Super Dry 可作多样性的美食搭配。Asahi 为味蕾带来延续不断的纯净滋味，Iribe 先生就给了这么一个比喻“每一口就像是一个初吻一样”。他也向来宾们示范完美地斟一杯 Asahi Super Dry 的技巧，让细腻绵密的泡沫锁住酒气，缔造杯中的气泡和张力，以带来清爽美妙的口感。

马来西亚 Carlsberg 市场总监柯诺琳说：“Asahi Super Dry 的辛口超清爽口感令它成为美食绝配，使它广受欢迎。我们很荣幸自 2011 年便在马来西亚酿造 Asahi，它在马来西亚市场和日本市场一样，都是销量第一的日本啤酒，也是每家日本餐厅或酒吧必备的啤酒。”

上村雄一主厨料理六道菜，率先登场的是香炸花枝馅饼及干鲷鱼子，接着就是颊留香的油封带子。上村雄一随后再上三道扒蔬菜、烤龙虾及碳烤、牛西冷，体现了主厨料理牛排与海鲜的拿手好戏，最后再来个甜品洋梨雪葩，为晚宴来个完美结局。

上村雄一主厨也分享道：“我第一次喝啤酒就是喝 Asahi Super Dry。自我少年时代，它已经是日本的标志，广受欢迎！由于 Asahi 可以作多样性的搭配，让我能够更放开地准备我的拿手好菜。”



**Carlsberg Brewery
Malaysia Berhad**

55 Persiaran Selangor,
Seksyen 15,
40200 Shah Alam,
Selangor Darul Ehsan,
Malaysia.

Tel +603 5522 6688
Fax + 603 5519 1931

mygroupcomm@carlsberg.asia
[facebook.com/CarlsbergMalaysia](https://www.facebook.com/CarlsbergMalaysia)
twitter.com/CarlsbergMY

欲了解更多有关 Asahi Super Dry, *karakuchi* 及未来促销活动, 请登录马来西亚 Asahi 脸书专页 www.facebook.com/AsahiMY 以及跟随 Asahi 的 Instagram www.instagram.com/asahimiy/。

-END-

For further enquiries, please contact:

Edmund Wong, Senior Brand Manager

DL: 03-5522 6405

edmund.st.wong@carlsberg.asia

Ezra Low, Corporate Comms & CSR Manager

DL: 03-5522 6431

ezra.yy.low@carlsberg.asia

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.