

FOR IMMEDIATE RELEASE

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VIP Ex-beer-ience in Shah Alam with Gastronomy of Beer and Food

Probably the Best Brewery Tour offers a taste of beer brewing and cooking continental cuisine

Shah Alam, 13 July 2017 – Living to its brand promise of delivering *Probably The Best*, Carlsberg elevates the gastronomy of food and beer at the VIP brewery tour ex-beer-ience in Shah Alam. In conjunction with its 170th anniversary celebration, Carlsberg runs a 2-month long consumer promotion themed 'Probably the Best Brewery Tour' campaign that offers contest winners to see, touch, smell and taste the quality brews of Carlsberg and Carlsberg Smooth Draught.

Partnering with the culinary team of Nicsmann headed by Culinary Director Helvin Han, VIP brewery tour ex-beer-ience at Carlsberg Malaysia's brewery in Shah Alam presents a line-up of continental cuisine infused with the brewer's portfolio of brands! Every dish bursting with flavours is an exquisite blend of beer-science and culinary arts. Discover 'Probably the Best' beer-infused gastronomy below:

- 1. Sautéed Penne Pasta with Trio Mushroom and K1664 Blanc Cream Sauce**
Fruity with notes of citrus and coriander spice, the K1664 Blanc adds depth of flavour and a soft acidity to the silky premier chef special cream sauce that coats the Sautéed Penne Pasta and a medley of Button, Shimeji and Oyster Mushroom.
- 2. Chicken Skewer with Carlsberg Pineapple BBQ Sauce**
Pan fried chicken Tenderloin smothered with Carlsberg Pineapple BBQ sauce. The flavour of the Carlsberg really comes through in this sauce, from the pineapple gives the sauce a bite that goes perfectly with the smoky paprika and a generous sprinkle of freshly cracked black pepper.
- 3. Pan Seared John Dory with Asahi Lemon Capers Sauce**
Pan seared John Dory lightly seasoned with thyme is served on a bed of Lemon Capers sauce infused with Asahi beer. The clean, crisp and refreshing lager with no bitter after taste balances the sharpness of the lemon capers sauce for a balanced dish.
- 4. Connor's Goulash Lamb Stew**
Connor's Stout Porter infused in the lamb dish pulls the flavours together with the creamy malt essence of the stout for a hearty dining experience. This meaty concoction of luscious chunks are braised with Mirepoix, a buttery, Connor's Stout Porter laced stock garnished with an aromatic mixture of carrots, onions and a generous serving of brown sauce.

Carlsberg will reward 20 contest winners of Probably The Best Brewery Tour campaign a beer discoveries trip to Carlsberg's homeland in Copenhagen and another 1,800 beer consumers a VIP brewery tour ex-beer-ience in Shah Alam. Drinking 'Probably The Best' beers with good food in good company is one's life, the ultimate indulgence.

When Carlsberg does a VIP brewery tour, it is #ProbablyTheBest!

It is not too late to win a trip! Find out more on how to participate in Carlsberg's Probably the Best Brewery Tour campaign www.probablythebest.com.my.

About the Carlsberg brand

Probably the best beer in the world, Carlsberg is the flagship brand in Carlsberg Malaysia, a truly international beer brand available across 140 countries worldwide. The very first Carlsberg beers were brewed by Carlsberg's founder J.C. Jacobsen in Copenhagen, Denmark in 1847 whilst the first locally brewed Carlsberg in Malaysia was in 1972.

Carlsberg, with strong association with football, has been a tournament sponsor of the UEFA EUROs since 1988, is the official Beer of the Barclays Premier League since 2013 and has partnerships with five major national teams including England.

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Incorporated in 1969 and listed on the Main Board of Bursa Malaysia Securities Berhad, Carlsberg Malaysia is part of Carlsberg Group with regional investment in Singapore and Sri Lanka. Our flagship brand – Carlsberg – is one of the best-known beer brands in the world whilst Kronenbourg 1664, Somersby, Asahi Super Dry are among the key premium brands in Malaysia. Approximately 600 people work for the Company, selling our products in a responsible manner and business managed sustainability.

Find out more at www.carlsbergmalaysia.com.my .

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莎阿南贵宾 ‘俏啤’ 体验赏啤酒佳酿和美食 堪称最佳啤酒厂之旅品尝鲜酿啤酒和美味欧式西餐

莎阿南 10 日讯 – 名副其实 ‘堪称最佳’ 的皇帽啤酒 (Carlsberg)，在莎阿南贵宾啤酒厂之旅 ‘俏啤’ 体验中，让佳肴美饌与佳酿美酒的搭配再度升华。Carlsberg 为迎接其 170 周年庆而举行长达 2 个月的 “堪称最佳啤酒厂之旅” 促销活动，让得奖消费人可以亲见、亲触、亲闻和亲尝 Carlsberg 啤酒与 Carlsberg 顺啤的鲜酿佳品。

此次与由 Nicsmann 厨艺总监 韩智畴 率领的烹调团队携手合作，为参加马来西亚 Carlsberg 贵宾啤酒厂之旅 ‘俏啤’ 体验的贵宾，呈献一系列带有厂家旗下品牌酒香的欧式美食佳肴！每一道美饌将散发着啤酒科学与烹饪艺术所碰撞出来的独特味道；如能尝一口菜品一口酒，每一口皆堪称最佳滋味。以下就是 ‘堪称最佳’ 酒香的佳肴美饌待你品尝：

1. K1664 Blanc 奶油白酱鲜烩三菇长通粉

这道菜弥漫着橘子和香菜的香气，加上 K1664 Blanc 提出了浓郁的滋味，佐上厨师特配奶油白酱，又增添了柔和酸度和顺滑口感，而鲜烩的长通粉底下更蕴藏鸿熏菇和杏鲍菇。

2. Carlsberg 凤梨烧烤酱串烧鸡肉

热炒嫩鸡佐上 Carlsberg 凤梨烧烤酱口感更细腻顺滑。酱中散发的 Carlsberg 啤酒香气扑鼻而来，凤梨则为酱汁增添一些嚼劲，搭上烟熏辣椒粉和新鲜研磨黑胡椒，味道正恰到好处。

3. Asahi 柠檬水瓜汁香煎鲷鱼

香煎鲷鱼搭配清清淡淡的百里香佐上柠檬水瓜汁，交织着 Asahi 啤酒，而清、香、爽，无苦涩味道的拉格啤酒更中和了柠檬水瓜汁的尖酸度，带出了平衡的滋味。

4. Connor's 小羊串

Connor's Stout Porter 黑啤酒融合了小羊肉和啤酒中的柔滑麦芽滋味，让它直撈老饕的心。这道美味的荤素杂烩以植物调味香料、奶油、Connor's Stout Porter 润色调配，搭配清新芳香的组合胡萝卜、洋葱，再淋上棕酱。

Carlsberg 将把 20 位堪称最佳啤酒厂之旅的优胜者送往 Carlsberg 的发源地哥本哈根进行啤酒探秘之旅，另外 1,800 啤酒消费人将可到莎阿南参加贵宾啤酒厂之旅感受‘俏啤’体验，并在知己的陪同下畅饮观‘堪称最佳’啤酒品尝美食的绝佳搭配，绝对是人生的一大享受。

Carlsberg 举办的贵宾啤酒厂之旅，#堪称最佳!

你还有机会赢取这趟旅程! 欲了解参加 Carlsberg 堪称最佳啤酒厂之旅的详情，请浏览 www.probablythebest.com.my.

关于 Carlsberg 品牌

堪称全球最佳啤酒，Carlsberg 不仅是大马 Carlsberg 集团的主打品牌，也是在全球 150 个国家销售的国际啤酒品牌。全世界第 1 桶 Carlsberg 啤酒由创办人 J.C. Jacobsen 于 1847 年在丹麦哥本哈根酿造，本地则是在 1972 年首次酿造 Carlsberg。

Carlsberg 与足球运动的关系密不可分，1988 年开始已经是欧洲冠军联赛的主要赞助商，2013/2015 年成为巴克莱首要联赛的官方啤酒，并且与 5 大主要国家队，包括英国有伙伴关系。

更多咨询, 请联络:

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1969 年成立并在大马交易所主要板上市，大马 Carlsberg 为 Carlsberg 集团区域投资的部分，旗下包括新加坡及斯里兰卡。我们的主打品牌 Carlsberg 是全世界最广为人知的啤酒品牌之一。Kronenbourg 1664、Somersby、Asahi Super Dry 则是本地其他优质品牌。公司员工约 600 人，以负责任态度销售产品并维持业务永续发展。

更多详情，请浏览 www.carlsbergmalaysia.com.my。