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*She is a thing of beauty*

**PRESS  
RELEASE**

## **THE SEARCH FOR MALAYSIA'S WORLD DRAUGHT MASTER BEGINS**

### **STELLA ARTOIS® RETURNS WITH ITS PERFECT POUR WITH 9-STEP POURING RITUAL**

Kuala Lumpur, 6 September 2012 – Taking the Belgian beer experience to greater heights, Carlsberg Malaysia's subsidiary, Luen Heng F&B Sdn Bhd (LHFB) showcased the centuries old annual event that honors beer connoisseurs' mastery of the Stella Artois 9-Step Pouring Ritual. The Malaysian finalists from across the nation rendezvoused at Samplings on the Fourteen to stand a chance to represent the country at the global finals in Montreal, Canada in October.

Since 2010, the Malaysia World Draught Master competition organized by LHFB celebrates the sophisticated elegance in pouring the ultimate "Thing of Beauty". Each step of the time-honored 9-step Stella Artois pouring ritual will be scrutinized by a panel of beer pouring experts who will score the competing bartenders

"The World Draught Masters competition celebrates the brand's heritage and recognizes the most skillful Draught Masters from around the world," shared Kenneth Soh, General Manager of LHFB in his speech.

Kenneth also added, "The Stella Artois 9-Step Pouring Ritual and the search for the Stella Artois World Draught Master emphasizes the brand's continual quest for perfection, striving to guarantee that Stella Artois® is served with the same care, consideration and craftsmanship that has gone into more than 600 years of brewing."

Winner of the 2011 Malaysia Draught Masters, Liu Xin Yin represented Malaysia at the Global World Draught Master 2011 in Buenos Aires, Argentina and commented that the training and support she received has helped her develop her skills as a bartender. This was also proven by customers experience who appreciates the bartenders who takes the time to attend to them and serve great beer.



The contest has attracted more than 20 bartenders from nationwide. The chosen Malaysian winner will compete for the title of “World Draught Master” in Montreal. The final global winner will embark on a quest through the visits of more than 20 different countries as a Stella Artois brand ambassador and share their passion and dedication to the craft of the perfect pour.

**About Stella Artois®**

Stella Artois traces its origin back to 1366 to the Den Hoorn brewery in Leuven, Belgium, just outside of Brussels. The beer was originally brewed to celebrate Christmas, and it was named Stella (Latin for "star") for its exceptional clarity. Stella Artois has a pleasantly bitter flavor and refreshing finish that distinguishes it from other European lagers. Stella Artois should only be served in its signature chalice, which showcases its rich, golden color while releasing the beer’s flavour and aroma.

**About World Draught Master**

The Stella Artois 2012 World Draught Masters is an annual event which was established since 1997. A local competition is held to determine an ambassador before competing on an international stage against countries from around the globe. Each step of the time-honoured 9-step Stella Artois pouring ritual will be scrutinized, in the quest to earn the coveted title of Stella Artois World Draught Master. Organized in a yearly basis, the event takes place to make it known to the world that perfect pouring is key to enjoying a superior beer.

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