



**PRESS
RELEASE**

CARLSBERG MALAYSIA REGALES GUESTS WITH A GASTRONOMIC EXPERIENCE

Kuala Lumpur, 19 September 2012 – Carlsberg Malaysia successfully orchestrated an astonishing gastronomic experience, featuring culinary expert Chef Anton Mosimann, OBE. Bringing his brand of cooking alchemy to the occasion, guests indulged in the best hues of modern culinary cuisines paired with the world's top beer brands, the world's most revered single malt whiskey, a new exciting cider, a fresh and light sparkling wine and luscious cream liquor. Held at The Club in Saujana, the evening lavished guests with indulgent food offerings and a host of opulent alcohol beverages.

Held within a luxurious set-up where drapes of darkly-hued tapestry embellished an exclusive ambience, connoisseurs of food and beverage were taken through a journey of tantalizing dishes masterfully created by the Chef himself, paired with Carlsberg, Kronenbourg 1664, Kronenbourg 1664 Blanc, Asahi Super Dry, Somersby Apple Cider, Prosecco, Dalmore, Grimbergen as well as Amarula.

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

Following an introduction by Kristian Dahl, Brewmaster & Supply Chain Director of Carlsberg Malaysia, guests were treated to a short annotation about how to fully bring out the taste notes of each beverage priming the senses for the fete of flavours about to unfold.

The gastronomy journey began with aperitif drinks to set the palate – greeted with Somersby Apple Cider, guests has the opportunity to enjoy the sweet, refreshing taste of Somersby that is made from uniquely juice apples followed by chilled Prosecco, an intensely aromatic and crisp sparkling wine, bringing to mind yellow apple, pear, white peach and apricot's fresh and light taste. The underlying notes of coriander and cloves balanced with subtle citrus and fruity flavours of Kronenbourg 1664 Blanc was also served as a pre-dinner drink.

Dinner was then served, starting with Fine Chicken Liver Parfait, Onion Compote with Asahi Beer and Pistachio Brioche. Asahi Super Dry, with its clean, crisp and refreshing taste, thanks to its Karakuchi style of brewing, was served to enhance the rich velvety textures of the liver parfait.



Next, guests indulged in the Baked Crab Cake infused with Kronenbourg 1664 Herb Sauce delicacy served with the aromatic flavours of Kronenbourg 1664 lager. The fruity sweetness of Grimbergen Blonde then took to palates after that, paired perfectly with the most renowned of all risotto dishes, Risotto ai Funghi.

For the main course, patrons had the chance to relish in a lush platter of Lamb Loin and Shoulder Braised in Carlsberg Green, Pommes Anna and fresh market vegetables. Served with the crown jewel of Carlsberg Malaysia, Carlsberg Green Label accompanied the dish harmoniously balancing the flavours and bringing out the succulent taste with each mouthful.

The gastronomic journey soon concluded with Cappuccino Crème Brûlée, Grimbergen Beer Sabayon before capping off with coffee with Amarula Cream and Petits Fours. To end on a high note, guests indulged in the world's most revered single malt whiskey, Dalmore 15 Years, impacting the palate with intense hints of Mandarin, Vanilla, ginger and crushed apples; this classic spirit quickly surpasses all expectations and made the perfect drink to wind down at the end of an unforgettable night.

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 these different thirst-quenchers. This stems from an innate understanding that, consumers are diverse and individualistic when it comes to what they like to drink at different times of the day and at different occasions.”

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.

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