

FOR IMMEDIATE RELEASE

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Carlsberg Smooth Draught and Chef Mano Presents a Fiercy Dinning ExBEERience

Haute cuisine and refreshingly smooth Carlsberg Smooth Draught await beer and spicy food lovers!

SHAH ALAM, 29 April 2022 – Carlsberg Smooth Draught ‘Real Spicy, Real Smooth’ dining exBEERience brings together the edgiest contemporary Indian cuisine and its signature refreshing brew into one fiery night of gastronomic indulgence. Spearheaded by the culinary genius - Michelin-starred Chef Mano Thevar, this exclusive food pairing event promises to deliver a multitude of different flavours that is sure to give the palate a full work-out.

“We are extremely proud of this initiative as we are able to introduce an exciting opportunity for our beer drinkers to enjoy Carlsberg Smooth Draught and a premium dining exBEERience all in one lavish night. When the opportunity came about to collaborate with an internationally recognised chef the likes of Mano Thevar, we felt that this was the perfect occasion to celebrate the successful accomplishments of our very own Malaysian talent, who has carved a name for himself in the industry whilst delivering a unique and memorable world-class experience to our consumers,” commented Stefano Clini, Managing Director of Carlsberg Malaysia.

Slated as a ‘not-to-be-missed’ affair for beer lovers, the ‘Real Spicy, Real Smooth’ dining exBEERience presents a four-course meal which showcases creative combinations of spicy Indian cuisine complemented and infused with Carlsberg Smooth Draught. The blend of both heat and spice that playfully dances around the palate coupled with the refreshing and hoppy taste of Carlsberg Smooth Draught, ignites the tastebuds in a medley of sultry flavours that will transport diners on an epicurean journey.

To kick-off the evening, Chef Mano Thevar initiates diners with a sultry twist as they are greeted with fluffy *Naan* bread, courtesy of Saujana Hotel Kuala Lumpur, served with a Carlsberg Smooth Draught infused butter. Once guests are seated, the menu heats up with a *Beetroot Chaat*, *Maitake Mushroom Samosa* and *Chettinad Chicken Taco* or *Vindaloo Jackfruit Taco* on the vegetarian menu, as an appetiser.

The mains which offer either *Lamb Burra Kebab*, *Snapper Coconut Chutney* or *Cauliflower Malabar* pinches the palate with spicy earthy flavours blended with Carlsberg Smooth Draught as one of the key ingredients. Each mouthful delivers a magical fusion of hot and piquant cuisine elevated by the refreshing smoothness of Carlsberg Smooth Draught, bringing guests on a mouth-watering joyride.

The meal is then strikingly concluded with *Rasmalai* and Carlsberg Smooth Draught ice-cream to wash down the heat inducing feast.

As a special bonus, guests will also be able to bring home a fiery memorabilia of the evening; a Carlsberg Smooth Draught infused chilli sauce dip handcrafted by the chef himself, so that they can add some heat anytime they enjoy a Carlsberg Smooth Draught.

“Anything and everything around me, influences me. The exciting journey of creating new flavours with Carlsberg Smooth Draught was not just stimulating but thrilling as we were looking to bring each dish together harmoniously. While beer and spicy food have always gone well together, I believe that the Real Spicy, Real Smooth experience will give beer lovers a new appreciation for Carlsberg Smooth Draught and elevate their future beer drinking celebrations,” commented Chef Mano Thevar.

From now until the end of May, Carlsberg Smooth Draught is on the hunt for 100 lucky contest winners and their partners, who will be rewarded with the ultimate dining exBEERience Grand Prize. The full VIP excursion includes accommodation, a chauffeur driven ride for the evening and a date with Michelin starred Chef Mano Thevar serving up distinct delicacies specially created for the “Real Spicy, Real Smooth” spread worth RM2,000!

To increase the chances of winning, beer lovers will need to frequent their favourite bars or pubs and purchase 10 half pints, six full pints, two buckets or a tower of Carlsberg Smooth Draught. This will put them in the running to win a coveted spot for two at the “Real Spicy, Real Smooth” dining exBEERience.

In participating super and hypermarkets, 99 Speedmart and official Carlsberg online stores, RM5 Touch 'n Go e-wallet credit is up for grabs with purchase of two 6-can Carlsberg Smooth Draught packs or get RM10 Touch 'n Go e-wallet credit with purchase of one carton (24-can pack) of Carlsberg Smooth Draught. This also lands consumers another avenue to win the ultimate dining exBEERience Grand Prize.

Visit <https://www.carlsbergsmoothdraught.com> to find out more about promotions in-store and be sure to ‘Like’ and ‘Follow’ @CarlsbergMY on Facebook and Instagram for Carlsberg’s latest activities and giveaways.

Of course, as part of living a safe and responsible life, we advocate responsible consumption, always remember if you drink, don’t drive – #CelebrateResponsibly.

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For more communication materials and information on Chef Mano, scan here:





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About Carlsberg Malaysia

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.

Our international portfolio of brands features Probably the Best Beer In The World – Carlsberg Danish Pilsner, Carlsberg Smooth Draught and Carlsberg Special Brew. This Carlsberg trio is complemented by international premium brews featuring France's premium wheat beer 1664 Blanc, 1664 Rosé, Japan's No.1 premium beer Asahi Super Dry, European cider Somersby, British-inspired Connor's Stout Porter draught, as well as craft beers Brooklyn Brewery and Jing-A. Our local brands include SKOL, Royal Stout, Jolly Shandy and Nutrimalt.

Our approximately 600-strong workforce sell our products in a responsible manner within our sustainability-driven business. Our products are for non-Muslim consumers aged 21 and above. #CelebrateResponsibly – if you drink, don't drive!
Find out more at www.carlsbergmalaysia.com.my

Carlsberg 顺啤与主厨 Mano Thevar 送上火辣辣的盛宴体验

高级料理以及清爽顺滑的 Carlsberg 顺啤等着给爱享用美酒于吃辣的爱好者前来享受！

（莎亚南 29 日讯） Carlsberg 顺啤（Smooth Draught）别具一格的香辣美食与顺滑啤酒的完美搭配盛宴（‘Real Spicy, Real Smooth’ dining exBEERience），结合最前卫的当代印度料理与其标志性的清爽啤酒，带来一个火辣辣的美食之夜。由烹饪大师——米其林星级主厨马诺·特瓦尔（Mano Thevar）引领，这场独家酒食配搭活动承诺送上多种滋味，让味蕾百感交集！

马来西亚 Carlsberg 集团董事经理葛利尼（Stefano Clini）指出：“我们对这次的合作感到非常荣幸，因为能够为一众饮者带来别具一格的机会，在一个奢华的夜晚，享用 Carlsberg 顺啤并体验高级盛宴。我们认为，能够与受国际认可的马诺主厨合作，是个大好机会欢庆这位大马人才所取得的成就，他不但在饮食界树立了自己的名声，同时也为我们的消费者献上独特又难忘的世界级体验。”

啤酒爱好者不容错过这场盛宴，当晚将献上四道菜，展现香辣印度料理引入 Carlsberg 顺啤的创意组合。辣味与香料的结合在味蕾间翩翩起舞，再搭配 Carlsberg 顺啤的清爽口感和啤酒花味，各种味道刺激舌尖味蕾，带领食客踏上美味之旅。

为了拉开晚会序幕，马诺主厨先为食客准备由吉隆坡 Saujana Hotel 提供的馕饼(Naan bread)，搭配以 Carlsberg 顺啤调制的牛油，打开感官。一旦宾客入席后，当晚菜单将热辣全开，开胃菜包括甜菜小吃（Beetroot Chaat）、舞茸蘑菇咖喱角（Maitake Mushroom Samosa）、切蒂纳德鸡肉塔可（Chettinad Chicken Taco）或素食菜单的温达卢菠萝蜜塔可（Vindaloo Jackfruit Taco）。

当晚的主菜选择包括烤羊肉卷饼（Lamb Burra Kebab）、椰子酱鲷鱼（Snapper Coconut Chutney），或马拉巴菜花（Cauliflower Malabar），这些菜肴以火辣辣的味道注入 Carlsberg 顺啤作为主要材料之一。每一口带来热辣的爽快感将点燃味蕾，搭配 Carlsberg 顺啤的清爽顺滑口感，体验大幅提升，为宾客带来口福满满的夜晚。

用过火辣十足的晚餐后，是时候以 Rasmalai 甜奶球搭配 Carlsberg 顺啤冰淇淋下下火，作为结尾。

宾客还有福利拿，把当晚的手信带回家，即由该主厨亲手调制的 Carlsberg 顺啤辣椒酱，让饮者在每次享用 Carlsberg 顺啤的当儿，加点热度。

马诺主厨说道：“身边所有任何事物都能带给我灵感。在与 Carlsberg 顺啤创造新滋味的时候，我们努力把每道菜融为一体，整个过程精彩好玩又刺激。啤酒和香辣美食向来都很相配，我相信透过这个盛宴体验，啤酒爱好者将对 Carlsberg 顺啤刮目相看，往后的饮酒体验也将进一步提升。”

即日起至5月尾，Carlsberg 顺啤将寻找100位幸运儿与他们的另一半，赢取这个别具一格的啤酒与美食搭配飨宴的终极大奖，享受VIP般的待遇，包括住宿、专车接送，以及享用米其林星级主厨马诺·特瓦尔特为这场飨宴打造总值2,000令吉的料理！

若想增加获胜的机会，啤酒爱好者就得光顾他们喜爱的酒吧或酒馆，享用10小杯（half pint）、6大杯（full pint）、2桶，或1个啤酒塔的Carlsberg 顺啤，以提高机会赢取两人份的啤酒与美食搭配飨宴体验。

在有参与超级市场、霸级市场、99 Speedmart 连锁超市、Carlsberg 官方网店，购买2份6罐装Carlsberg 顺啤，即可获取5令吉 Touch 'n Go e-wallet 奖励，而购买一箱（即24罐装）Carlsberg 顺啤，就可获取10令吉 Touch 'n Go e-wallet 奖励，并享有机会赢取这场飨宴的终极大奖！

欲知更多详情，请浏览 <https://www.carlsbergsmoothdraught.com>。记得在脸书和 Instagram 点赞跟踪@CarlsbergMY 以获知 Carlsberg 最新活动和好康。

当然，为了生活安全和责任心，我们提倡#理性饮酒，时时刻刻记住“酒后不开车，平安到永久”。

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更多新闻材料和马诺主厨的资料，请扫描以下二维码：



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