

FOR IMMEDIATE RELEASE

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Carlsberg Smooth Draught Gets Smooth and Spicy with Michelin-starred Chef Mano Thevar

An exquisite dining exBEERience that presents bursting heat sensations with the refreshing smoothness of Carlsberg Smooth Draught

SHAH ALAM, 7 April 2022 – Delivering yet another innovative showcase, Carlsberg invites beer lovers on a “Real Spicy, Real Smooth” drinking and dining exBEERience campaign this scorching hot April, and May. Carlsberg Smooth Draught, together with Penang-born Chef Mano Thevar of the Michelin-starred restaurant Thevar, presents boundary-defying cuisine paired perfectly with its signature smooth brew and promises an evening of unforgettable smooth and spicy gastronomy.

Conceptualised for those with a natural affinity for beer and spice, this campaign explores the realm of creative modern Indian cuisine elevated by the silky-smooth finish of Carlsberg Smooth Draught. Bringing together Malaysians’ long standing love affair with all levels of spiciness, complemented with the freshly tapped beer, this specially curated volcanic feast pushes the limits and introduces unique ways of enjoying everyone’s favourite brew.

“Carlsberg has always prided itself in giving consumers more occasions to celebrate as well as contemporary ways to enjoy new experiences with our beer. This ‘Real Spicy, Real Smooth’ dining event with Chef Mano is part of that exciting endeavour where we can delight beer lovers in an engaging and explorative way. Working with a masterful talent like Chef Mano also gives us an opportunity to elevate and innovate beer drinking occasions for today’s modern drinker,” said Stefano Clini, Managing Director of Carlsberg Malaysia.

According to Chef Mano Thevar, “Carlsberg Smooth Draught’s signature smoothness and refreshing hoppy taste make it a great pairing beer to the spicy elements of Indian-fusion food. So much so that when this partnership came about, I was really excited to get on board. The idea is to bring food lovers on a journey that will fire-up the senses and ignite palates with unexpected combinations of fiery flavours, and I can say with full confidence that this dining exBEERience is one dinner series beer lovers are not going to want to miss.”

Capturing an array of Indian flavours in shapes and forms never seen before, Chef Mano has crafted a full four-course dinner and introduces fierce new concoctions infused with Carlsberg Smooth Draught, based on the beer’s flavour profile. Guests will have a choice of chicken, seafood or a vegetarian main along with a small opening snack, an appetiser and dessert at the end, paired seamlessly with Carlsberg Smooth Draught throughout the evening for a smooth easy finish.

A first-class treat for Carlsberg Smooth Draught beer fans, 100 lucky contest winners and their partners, 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!

April also heats up with further rewards happening all over town. Consumers who frequent their favourite bars or pubs will be able to enjoy a sizzling happy hour deal anytime they purchase 10 half pints, six full pints, two buckets or a tower of Carlsberg Smooth Draught. To top that off, they will also be 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 a seat at the table at the exclusive dinner party!

100 lucky winners will also be able to claim RM388 Touch ‘n Go e-wallet credit when they purchase RM20 worth of Carlsberg Smooth Draught in participating convenience stores.

Meanwhile, for those who prefer catching up with friends at their local coffeeshops, they will be able to enjoy two big bottles of Carlsberg Smooth Draught, plus an additional RM2 price off their purchase!

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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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 顺啤与米其林星级主厨 Mano Thevar 献上香辣顺滑飨宴

香辣口感配上清爽顺滑的 Carlsberg 顺啤。爽！

（莎亚南 7 日讯）Carlsberg 再次带来创新体验，于火辣辣的四五月，为啤酒爱好者献上别具一格的香辣美食与顺滑啤酒的完美搭配飨宴（“Real Spicy, Real Smooth” dining exBEERience）。Carlsberg 顺啤（Smooth Draught）与檳城出生的米其林星级餐厅 Thevar 主厨马诺·特瓦尔（Mano Thevar），携手呈现突破境界的香辣美食与顺滑啤酒的完美配对，承诺献上一个令人难忘、口福满满的夜晚。

特为爱饮顺啤爱吃辣的人士打造，该活动探索透过 Carlsberg 顺啤的顺滑口感，提升现代印度料理的境界。这场精心策划的火辣飨宴，结合大马人对各种辣度及这款清爽啤酒的热爱，并引入独特方式享用这款万众喜爱的啤酒，从而突破极限。

马来西亚 Carlsberg 集团董事经理葛利尼（Stefano Clini）表示：“Carlsberg 很荣幸一向来能够为消费者带来各种盛宴，并以现代方式带来新饮酒体验。这场与马诺主厨打造的香辣，顺滑飨宴，代表着我们的一份努力，以迷人且新奇的方式，为啤酒爱好者带来新趣味。能够与马诺主厨这名顶级大师合作，也让我们有机会为现代饮者提升与创新饮酒体验。”

马诺主厨指出：“Carlsberg 顺啤知名的顺滑口感和清新啤酒花味，可完美配对以辣味为主的印度混合料理。当我收到这项合作消息时，我真的迫不及待参与其中。它的主要概念是带吃货们踏上美味之旅，以意想不到的香辣口味组合打开感官、点燃味蕾，我可以满怀信心地说，啤酒爱好者不容错过这个飨宴体验。”

马诺主厨将以前所未有的形式，献上一系列印度风味，并精心设计了四道美味佳肴的晚餐，同时也根据 Carlsberg 顺啤所具有的香醇，打造融合其啤酒的新奇香辣菜肴。宾客们可以选择鸡肉、海鲜或素食的主菜，套餐还包括小点心、开胃菜，以及甜品，再搭配 Carlsberg 顺啤让夜晚更完美，更顺滑。

Carlsberg 顺啤将为其粉丝们提供高级款待抽选 100 位有奖竞赛获胜者与他们的另一半，将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，以及与米其林星级主厨马诺·特瓦尔享用特别为香辣，顺滑飨宴打造总值 2000 令吉的料理！

随着四月份的促销热潮，消费者可在他们喜爱的酒吧或酒馆，以 Happy Hour 优惠时间价格享用 10 小杯（half pint）、6 大杯（full pint）、2 桶，或 1 个啤酒塔，还可享有机会赢取两人份别具一格的香辣，顺滑俏‘啤’共飨体验。



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，并享有机会入席该飨宴！

在有参与便利店，购买总价值 20 令吉的 Carlsberg 顺啤，您就有机会成为获得 388 令吉 Touch 'n Go e-wallet 奖励的 100 位幸运儿之一。

对于喜爱在咖啡店与好友相聚的消费者，不妨来 2 支大瓶装 Carlsberg 顺啤一同分享，便享有额外 2 令吉折扣！

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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