

PRESS RELEASE

For Immediate Release

Cooking Together Moment with Natural-Sweetened Soft Drink

#DibikinRinganAja with Fayrouz

JAKARTA, June 6, 2018 – The Holy Month Ramadan that Muslims are always longing about is not just a momentum to intensify our observance, but also to gather with our beloved family as well. Daily routines consuming our time, and endless working hours cause the quality time with our family is often neglected. Whereas the moment of togetherness can be created through light things like Fayrouz, fine soda made with natural ingredients, produced by PT Multi Bintang Indonesia Tbk.

“There are many ways can be done to knit a good relationship in Ramadan. For instance, by doing light things but meaningful, like cooking together with your couple,” says Ria Sutrisno, Marketing Manager Fayrouz, at Ramadhan with Fayrouz event, in Jakarta (06/06). Not only strengthening the relationship, cooking together can also ease the cooking duty for iftar with family, Ria adds.

As a fine soda made with natural ingredients, Fayrouz is very suitable to drink after breaking the fast, or when relaxing with family after a day of fasting. Fayrouz uses stevia, natural sweetener that will not raise blood sugar rapidly. Fayrouz can be an interesting option, as we generally consume too much sweet and high carbohydrate dishes/drinks when breaking the fast.

Chef Ari shares some tips to make some menus of delicious dishes, suitable to cook with your couple on Ramadan for iftar meal, or for Eid al-Fitr dish. In his cooking demo, Chef Ari uses Fayrouz to create two light menus for iftar: Fayrouz Pear Soda and Herbs Mocktail, and Coconut Soda and Fayrouz Pineapple Berry. “With variants of pear and fresh pineapple, Fayrouz isn’t just delicious to drink, but also can be prepared for various dishes, that are light and easy to make on Ramadan,” says Chef Ari.

The excitement of this event is more complete with the presence of a number of celebrities. Nycta Gina and Rizky Kinos look so chummy and nimble while cooking together. For this romantic and humorous couple, the habit of cooking together becomes the right momentum to understand each other’s personality. Nycta Gina’s typical chirps also make the cooking atmosphere even more exciting.

“Nowadays, cooking is not just wife’s duty, but also can be done with our beloved couple. This is an important momentum to get closer to one another, and as a love expression for our couple,” says Nycta, with support from her beloved husband. According to her, Fayrouz with real fruit flavor really fits as ingredients in the moment of cooking together.

A well-known influencer in Instagram Ana Octarina and her husband Adie Baron also gets the chance to show off their skill in making dishes, full of warm feeling as a happy young couple. Both of them really enjoy the moments of togetherness that is very precious to them. “Cooking is one of the warmth and intimacy moments. At this moment, we can cooperate and enjoy the result of co-working with much love,” says Ana. She adds the freshness of Fayrouz is so suitable to relish with our beloved one.

Ria hopes that Fayrouz can be one of the reliable ways of maintaining family’s warmth. “No matter how hard is our day, everything will be lighter if we face it together with the one that we love,” she says.

About Fayrouz

Fayrouz is non-alcohol soft drink made from natural ingredients. The fine soda makes the freshness of Fayrouz stays longer. The name of Fayrouz comes from turquoise gemstone (pyrus stone), that can be found in Sinai desert, Egypt, and is also one of the most beautiful color. Fayrouz is free from artificial sugar and uses stevia, natural sweetener that makes it suitable to relish with our beloved ones. Fayrouz comes with two variants: pineapple and pear.

About PT Multi Bintang Indonesia (Persero) Tbk – www.multibintang.co.id

Multi Bintang grows strong and becomes prominent and responsible beverage company, and proudly become part of Indonesian history for more than 85 years. Multi Bintang is identical with Bir Bintang, the iconic beer brand in Indonesia. Multi Bintang also offers portfolio of beer brands like Heineken (premium beer brand in global), Bintang Radler with less alcohol, and non-alcoholic drink like Bintang Radler 0.0%, Bintang Zero 0.0%, Bintang Maxx, Green Sands and Fayrouz in Indonesia. Recently, Multi Bintang also sells Strongbow, number 1 Cider brand in global market. In addition to product, Multi Bintang also shines through its performance and human resources. Multi Bintang was also awarded as Top Capital Market for food and beverages sector 2017, Stellar Workplace Awards 2017, Sustainable Business Awards 2016-2017, and Bir Bintang was awarded as Most Valuable Indonesian Brand 2013-2017.

Contact person:

Michael Bliss – *Corporate Communications Officer*

Phone: (021) 2783 3800 ext. 7401 / Email: Michael.Bliss@multibintang.co.id