

PRESS RELEASE

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A Journey of Taste with Bintang Radler as the Perfect Food Companion

Radler and Food Pairing Class

JAKARTA, 15 December 2018 – Having the perfect and refreshing pair to accompany their meal is something that people always carefully choose when it comes to their meal time. Therefore, offering double refreshment, made out of the combination of Indonesia's favourite beer and real lemon and orange juice, Bintang Radler making it a perfect choice as *Teman Makan* in any meal occasions.

"We have developed Bintang Radler as new alternative to existing beverage choices during food occasions. Radler's sweet taste in combination with the refreshment of the 2% Bintang beer makes it the perfect food companion," said Mariska Van Drooge, Marketing Director of PT Multi Bintang Indonesia Niaga, at Radler Finger Food Festival, in Jakarta (12/15). The event took place on 15-16 December 2018 at Gandaria City where Mariska furthermore added, that Radler Finger Food Festival is one of kind because almost all the festival's participants is selling only finger foods which allow consumers, to have a longer, explorative and without a doubt an enjoyable journey trying out a wide variety of food while having Bintang Radler as the beverage of choice.

Bintang Radler is a 2% low alcohol beer that offers double refreshment with the combination of Bintang Beer and real fruit juice. Currently, Bintang Radler has two variants, namely lemon and the newest orange flavor. Mariska added, Bintang Radler is the perfect food companion because it has the balanced sweetness and refreshment which consumer seek after in combination with their food. The variety of flavors enable Radler to give a new unique combination with many food flavors as well as a sense of refreshment for each meal.

There are simple guidelines that can be applied when consumers are exploring different flavor that would best paired with their Radler. "When pairing Radler and food, there are interesting terms, namely 3C: cut, complement, and contrast," said Chef Martin Praja, a certified chef and influencer with thousand followers on Instagram.

Furthermore, Martin explained, carbonation, alcohol, and hops in Radler are able to "cut" the taste and texture on the tongue which can give a sense that every taste in every bite feels like the first bite. Whilst complement means pairing Radler and food that has similar tastes and characters. And finally, contrast means pairing Radler and food that have a complete different taste and character thus when combined will create a new unique flavor characteristics.

"When exploring taste, don't be afraid to experiment, because maybe we can find unexpected combinations of new and unique flavors," Martin said. For example, Martin combines steak with Bintang Radler Orange. Steak originally has an intense, fatty, and rich spices. With all of these flavors, the steak will complement each other with Bintang Radler Orange which has a rather sweet taste, crisp, and refreshing.

"Everyone will surely experience a unique taste exploration and that is what makes pairing Bintang Radler and food very enjoyable," Mariska concluded.

About Bintang Radler

Bintang Radler is an innovation of low alcohol beer from Indonesia's iconic beer brand, Bir Bintang. Bintang Radler is a mix of Bintang Radler and real fruit juice with 2% alcohol content to produce double refreshment. Since its launch in 2014, Bintang Radler has become an alternative for consumers to enjoy a Radler at lunch or dinner, or other casual events. Currently, Bintang Radler has two variants, namely lemon and the newest orange flavor.

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

Multi Bintang grew in strength to become a reputable and responsible Beverages Company in Indonesia and a proud history of more than 85 years in Indonesia. Identical with Bintang beer, Indonesia's iconic Radler, Multi Bintang also offering another portfolio of Radler brands and non-alcoholic Radler/beverage brands. Multi Bintang produces and markets Heineken (world's premium Radler brand), low alcohol Bintang Radler and non-alcoholic beverages Bintang Radler 0.0%, Bintang Zero 0.0%, Green Sands and Fayrouz in Indonesia. Recently, Multi Bintang also markets Strongbow, number 1 Cider brands in the world. Besides products, Multi Bintang also shines through its performances and peoples. PT Multi Bintang Indonesia Tbk was awarded as the Top Capital Market Food and Beverages Sector in 2017, Stellar Workplace Awards 2017, Sustainable Business Awards 2016-2017, and Bintang Radler was awarded as the Most Valuable Indonesian Brand from 2013-2017.

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