



FOR IMMEDIATE RELEASE

Media Contacts

Bill Ligas
Crown Imports LLC
312-873-9279

bill.ligas@crowimportsllc.com

Lauren Fimbres/Kelly Harfoot
TeamWorks Media
312-829-8326

lauren@teamworksmedia.com

kelly@teamworksmedia.com

CELEBRATE CHINESE NEW YEAR WITH BEER-INSPIRED RECIPES FROM RENOWNED ASIAN CHEF MARTIN YAN

***Tsingtao Lager and Tsingtao Pure Draft
Add Unique Twist To Yan's Asian Food & Drink Recipes***

[CHICAGO] – As Chinese New Year approaches, Tsingtao beer, the number one imported Chinese beer in the United States, has partnered with celebrity Chef Martin Yan to create recipes for dishes and drinks to celebrate the holiday. Using the flavors of Tsingtao Lager and Tsingtao Pure Draft, Chef Martin Yan developed a variety of recipes for the at-home chef to create an authentic Chinese New Year feast. This year's festivities begin on Monday, January 26, 2009, with celebrations running for 15 days in honor of the "Year of the Ox".

Both Tsingtao brands are brewed and bottled at the Tsingtao Brewery in Qingdao, China, which was founded in 1903. Tsingtao Lager and Pure Draft are produced with spring water from Laoshan, a mountain area famous throughout China for the purity of its water.

Inspired by the flavors and rich Chinese heritage of Tsingtao's brands, certified Chinese Master Chef Martin Yan created four recipes perfect for Chinese New Year celebrations. Tsingtao Lager, used in two of the recipes, has a crisp, slightly malty flavor and nutty sweet taste, which complements spicy or flavorful Asian cuisine. Tsingtao Pure Draft, also used in two of the recipes, is a smooth, light-tasting draft-style beer that pairs perfectly with light appetizers, sushi, seafood and other Pan-Asian cuisine.

Recipes, which are available upon request, include:

- **Prawns Simmered in Lemongrass Beer Broth** – A fresh, lemon-herb flavored seafood dish using Tsingtao Pure Draft
- **Red Cooked Pork with Beer** – Pork marinated in a soy and five spice blend and braised in a Tsingtao Lager hoisin sauce
- **Steamed Clams in Garlic Beer Sauce** – Garlic, shallots, green chile, black bean sauce and Tsingtao Pure Draft create a rich, flavorful sauce

- **Beer-Flavored Chicken Teriyaki** – Traditional teriyaki sauce with an extra kick from Tsingtao Lager

In addition to the recipes, Chef Yan created two beer cocktails perfect for celebrating Chinese New Year:

- **Shandong Mary** – An Asian take on the Bloody Mary made with chili garlic sauce and Tsingtao Lager
- **Ginger Beer Fizz** – A beer cocktail with a twist, this drink combines the smooth flavor of Tsingtao Pure Draft with the refreshing taste of ginger

A certified Master Chef, highly respected food consultant, cooking instructor and author, Martin Yan is most well-known for his television show, “Yan Can Cook,” which airs on public television in the United States. In 1985, he founded the Yan Can Cooking School in California and in 2007 founded The Martin Yan Culinary Arts Center, a unique international culinary academy for professional chefs in Shenzhen, China. Also a restaurateur, his Yan Can and SensAsian Restaurants offer inventive Pan-Asian menus. In 2009, Tsingtao will partner with Chef Yan for his “Yan Can Cook” Road Show tour, stopping in cities across the United States.

Additional celebration tips for Chinese New Year are available online at www.Tsingtaobeer.com, including:

- Decorate in red and gold, the Chinese colors of prosperity that signify good luck and wealth; adorn your home with red balloons and gold streamers from a party store and red lanterns easily found in Asian stores
- Have Tsingtao Lager or Pure Draft on hand so guests can enjoy an authentic Chinese beverage
- Chopsticks and festive tableware are a must for serving Chinese cuisine
- Buy small red envelopes and fill with coins, in even dollar amounts, to give to friends and family as goodwill gestures
- Guarantee your good fortune in the New Year by assembling a centerpiece made from fresh flowers, oranges and tangerines, all symbols of good luck and wealth
- According to ancient tradition, every corner of your home should be swept and cleaned in preparation for your New Year's celebration

#

Tsingtao Lager is the number one Chinese beer exported from China and is brewed and bottled by the Tsingtao Brewery in China. Monarch Import Company (Crown Imports) is the exclusive importer of Tsingtao Beer in the United States.

Crown Imports is a 50-50 joint venture between the Grupo Modelo, S.A. de C.V. (MX: GMODELLOC), Mexico's leading company in the brewing, distribution and sale of beer, and Constellation Brands, Inc. (NYSE: STZ, ASX: CBR), a leading international beverage alcohol producer, importer and marketer. For more information, visit www.crownimportsllc.com. For more information on Tsingtao, please visit www.tsingtaobeer.com.

Tsingtao beer samples and food pairing recipes are available upon request by contacting Kelly Harfoot at 312-829-8326 x250 or kelly@teamworksmedia.com.