



MEDIA RELEASE

International Celebrity Chef Anis Nabilah To Create Signature Maybank Championship Malaysia Sandwich

16 December 2015 - Kuala Lumpur, Malaysia: There will be more than golf on the plate at the Maybank Championship Malaysia 2016 as renowned International Celebrity Chef Anis Nabilah has taken up the challenge to create the first signature sandwich for an international professional golfing event in Asia. The Championship will be held at the historic Royal Selangor Golf Club from the 18 -21 February 2016 and will feature some of the best players from both the European Tour and Asian Tour as the ASEAN inspired creation is revealed to the world for the first time.

Chef Anis Nabilah, a household favourite in Malaysia, is well known locally and internationally as the host of numerous television cooking programs including *Icip Icip*, *Selera*, *My Taste of Hong Kong* and *Eating Wild* on popular food channels Asian Food Channel and Discovery Networks's TLC regionally, as well as local broadcaster TV3.

The idea of an ASEAN Sandwich in conjunction with the region's inaugural golfing event of its kind - the Maybank Championship Malaysia - is inspired by the world famous Pimento Cheese Sandwich at the Masters in the US.

Food for Champions

Anis's passion for food developed at an early age with strong influences from her family. She majored in Culinary Arts to further pursue her passion for cooking. The hours spent in the kitchen fine-tuning her skills resulted in a sound understanding of the various flavours associated with Malay and Asian cuisine. These are reflected in the recipes that define Chef Anis on her cooking shows. In 2014 Chef Anis was selected as one of 80 of the world's most influential celebrity chefs invited to participate in *Restaurant Australia*, a campaign organized by Tourism Australia.

"I am honoured to help create this Championship sandwich that will be made available for all patrons and consumers alike at this prestigious event. This sandwich not only represents Malaysia but ASEAN as a whole and what it encompasses. It's all about our heritage," said Chef Anis Nabilah.

Chef Anis will create a sandwich incorporating ASEAN flavours to reflect the regional flavour of the event. These will include ingredients that are common across the ASEAN region such as herbs and spices that make cuisine here unique and flavourful. The choice of ingredients will also reflect the cultural diversity and flavour profiles of the region.

The sandwich will be made available during the tournament week for all guests, patrons and members. Chef Anis will also be making an appearance at the event and will demonstrate the making of the sandwich to guests and members of the public. Proceeds from the sale of the sandwiches will go towards a charitable cause under the Maybank Foundation.

The Maybank Championship Malaysia is a co-sanctioned tournament by The European Tour and Asian Tour. The inaugural event will see the participation of 156 players over four days and will feature a prize purse of USD 3 million.