



**MEDIA RELEASE**

**FOR IMMEDIATE 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.

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### **About Maybank – Humanising Financial Services**

Maybank is among Asia's leading banking groups and South East Asia's fourth largest bank by assets. The Maybank Group has an international network of 2,400 offices in 20 countries namely Malaysia, Singapore, Indonesia, Philippines, Brunei Darussalam, Vietnam, Cambodia, Thailand, Hong Kong SAR & People's Republic of China, Bahrain, Uzbekistan, Myanmar, Laos, Pakistan, India, Saudi Arabia, Mauritius, Great Britain and the United States of America. The Group offers an extensive range of products and services, which includes consumer and corporate banking, investment banking, Islamic banking, stock broking, insurance and takaful and asset management. It has over 46,000 employees serving more than 22 million customers worldwide. ([www.maybank.com](http://www.maybank.com))

### **About GlobalOne**

GlobalOne (Emerald Evolution Holdings Sdn Bhd) is an executive lifestyle sports promoter and we create sports event ownerships.

We specialise in providing the full spectrum in sponsorship event management and have an excellent track record in planning and delivering on PGA European Tour golf events for Malaysia (Maybank Malaysian Open), Singapore (Singapore Masters) and Indonesia (Indonesia Open) since 1999. We have strong relations with sports governing bodies, the media and commercial sponsors and technical partners to deliver on the bottom line.

We assist all our clients to create strategic, high-return, best practice sponsorship to provide a strong, unified vision, across departments and stakeholders, of the broad range of marketing and business objectives that

can be achieved through this sponsorship. We also form and maintain strong relationship with players' managers to source the best players. GlobalOne has staged a highly successful and prestigious tournament in Asia – the Maybank Malaysian Open, (2006 – 2015) which is co-sanctioned by the European Tour and the Asian Tour providing the event with Official World Ranking status.

### **The European Tour**

The European Tour is committed to celebrating the game of golf from the origins of the professional game, building a proud history of achievement, sportsmanship and integrity as well as showcasing our diverse global talent and rich landscapes. The European Tour's innovative approach enables us to embrace the world, combining championships of tradition with new tournaments in the cities and countries of the future. The European Tour International Schedule, which from 2009 has incorporated The Race to Dubai, is a thriving global brand which, in 2013, will feature a minimum of 45 tournaments spread across all five continents of the world; the European Challenge Tour focuses on the up and coming players of the future; while the European Senior Tour provides a new start for champions celebrating their 50th birthday. The European Tour's corporate identity features the iconic silhouette image of six-time Open Champion Harry Vardon who gives his name to The Harry Vardon Trophy, presented to the player who is crowned European Tour Number One and winner of The Race to Dubai at the end of the season.

### **Asian Tour**

As the official sanctioning body for professional golf in Asia, the Asian Tour leads the development of golf across the region, enhancing the careers of its members while maintaining a commitment to the integrity of the game. The Asian Tour, through its membership of the International Federation of PGA Tours, is the only recognised pan-Asian professional golf tour in Asia. This unique feature positions the Asian Tour at the pinnacle of professional golf in Asia; providing its events with Official World Ranking status. Visit us at [www.asiantour.com](http://www.asiantour.com), [www.facebook.com/asiantourgolf](http://www.facebook.com/asiantourgolf), [www.twitter.com/asiantourgolf](http://www.twitter.com/asiantourgolf), [www.youtube.com/theasiantour](http://www.youtube.com/theasiantour) and [www.weibo.com/asiantourgolf](http://www.weibo.com/asiantourgolf).