

Kung Hei Fat Choi!

Monday 13 January, 2014

Need an excuse to party in January? Chinese New Year is the biggest Chinese celebration there is, lasting for 15 days starting on January 31, 2014 and China's number one beer export, Tsingtao (pronounced Ching Dow), has some cool party tips on how to host your own party to bring in the Year of the Horse.

Enjoy an authentic celebration and toast Chinese New Year with genuine import, Tsingtao Beer. Made with 100% natural ingredients, Tsingtao is a golden liquid brewed with rice and Laoshan Mountain spring water - its refreshing taste and clean flavour make it ideal served with food, especially spicy dishes.

To help you celebrate, Tsingtao is stocked in all major supermarkets across the UK priced around £2.29 for a 640ml bottle and £4.94 for 4 x 330ml.

Once the beer's on ice, invite family and friends and follow these tips for a fabulous party:

Clean Your Home – according to Chinese tradition, cleaning the house will 'sweep away bad luck' which may have accumulated inside over the past year and the clean house is then ready for good luck to start entering again.

Decorate – red lanterns, streamers and balloons are ideal, red is the main celebratory colour and symbolises good luck. Try to arrange decorations in quantities of eight, as it's a very lucky number in Chinese folklore.

Cook – create your own Chinese cuisine at home, healthier than a takeaway and your guests will be impressed. There are some easy to cook, authentic Chinese recipes here which are ideal for entertaining: <http://www.tsingtao-beer.co.uk/explore#cook-chinese>

Firecrackers – to really make your party go with a bang, set off some firecrackers, which are said to scare bad spirits away.

For Chinese recipes and further information about Chinese culture and Tsingtao Beer, please visit www.tsingtaobeer.co.uk, follow @TsingtaoUK and like <http://www.facebook.com/tsingtaouk>.

Yambui! (cheers).
ENDS

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Notes to Editors{/bold}

About Tsingtao Beer (pronounced Ching Dow)

Tsingtao Beer is made by the Tsingtao brewery in Qingdao in China. The brand has an ABV of 4.7% and is brewed using Laoshan water and includes wheat, barley & rice in the fermentation to deliver a light clean taste that is an ideal accompaniment to food.

Tsingtao is one of China's leading brewers and was founded in 1903 by German settlers. The Tsingtao brand is sold in more than 50 countries worldwide and accounts for more than 50 percent of China's total beer exports. Tsingtao is the number-one branded consumer product exported from China.

At present the brand enjoys distribution in the majority of UK Chinese restaurants as well as notable UK Pubs & Bars and all major supermarkets.

Pack formats include a 330ml and 640ml bottle as well as a four-pack 330ml format, all of which are targeted across on and off trade as well as the ethnic grocery and Chinese restaurant markets. In addition the company is marketing a 330ml can targeting the Chinese restaurant and ethnic wholesale sectors.

Tsingtao is the 2nd biggest beer brand in the world by volume. www.tsingtao-beer.co.uk

Drinkaware (drinkaware.co.uk) provides consumers with information to make informed decisions about

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the effects of alcohol on their lives and lifestyles. Halewood International is a funder of Drinkaware and an active supporter of the “Why Let Good Times Go Bad?” campaign.

Drinkaware’s public education programmes, grants, expert information and educational resources help create awareness and effect positive behaviour change. An independent charity established in 2007, Drinkaware works with the medical profession, the alcohol industry and Government to achieve its goals.

One of the flagship initiatives of Drinkaware is “Why Let Good Times Go Bad?” - a £100 million campaign running over five years to challenge the social acceptability of drunkenness. Run by Drinkaware in partnership with the drinks industry and Government, it is targeted at 18 - 24 year olds. The campaign encourages people to adopt “smart drinking” tips, such as eating before drinking and pacing alcoholic drinks with water, to prevent a good night from going bad.

Drinkaware has recently launched ‘My Drinkaware’ an easy to use on-line Drinks tracker to help adults understand the impact of alcohol on their lives and lifestyles.

www.drinkaware.co.uk

<http://my.drinkaware.co.uk>

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