



COBRA BEER LAUNCHES NEW BLOND IPA MALABAR IN AAGRAH

- ***Cobra's first ever blond IPA launched in award winning Leeds restaurant Aagrah***
- ***Cobra Beer's draft beer among highest-awarded beer brands following product innovations***

4 FEBRUARY 2019, LEEDS: Cobra Beer today announces the launch of its Blond IPA, Malabar, in award winning Yorkshire based restaurant Aagrah. The launch marks the first time the beer has been available in the city.

Malabar, the first ever small-batch blonde IPA, is named after the Karnataka coast of South India, the state in which Cobra Beer was first brewed 28 years ago.

Cobra Beer planned to create the most drinkable IPA ever, developing Malabar over the period of two years, to become a beer to accompany all food and to mark a departure from normally bitter IPAs. Cobra Beer Malabar is a small-batch Blond IPA brewed using the finest ingredients, including ale yeast and a traditional Indian blend of barley malt, maize, five varieties of hops, wheat, and rice, creating the impossibly smooth texture that makes Cobra Beer the favourite accompaniment for food of all varieties.

Diners can enjoy Malabar available at Aagrah Leeds City, Garforth, Chapel Allerton, Midpoint Pudsey, Shipley and Sheffield.

Aagrah, is an independent family business of fine dining restaurants, setup by Mohammed Sabir, MBE, Dbs in Westgate Shipley 41 years ago. The company now has 12 restaurants, a purpose built Conference and banqueting centre, The Midpoint Suite, capacity 450. A highly successful outdoor catering division providing event catering UK wide. In 2009 Aagrah captured a share of home dining market by launching a range of authentic Tarka cooking sauces, available in selected Asda and Coop.

Innovation is a key strategic pillar for Cobra Beer, with the product range continually evolving to ensure the ever-changing needs of their consumers are met. Cobra beer's products are the perfect accompaniment to all food. Earlier this year the complete product range was approved as vegan-friendly, following accreditation by The Vegetarian Society. This customer-focused and innovative approach succeeded, with Malabar Blond IPA winning the highest award for quality – the Grand Gold prize from Monde selection last year.

The release of Malabar takes the total number of products in the Cobra Beer range to six: Cobra Premium Beer, Cobra Premium Draught Beer, King Cobra, Cobra Zero, Cobra Malabar Blond IPA Small Batch Series, and Cobra Gluten Free.

Lord Bilimoria, Founder and Chairman of Cobra beer, said:

“Cobra Beer is a household name and I want everyone to have the opportunity to experience the great taste and unbeatable smooth texture. That's why I'm delighted to launch Malabar Blond IPA at Aagrah. The leading and largest chain of curry restaurants in the UK and a group of which we have a very close and valued relationship with since the early days Cobra started.”



“When I first founded Cobra Beer, I thought very carefully about making sure we used an innovative blend of carefully-selected ingredients. We worked on Malabar for two years to ensure that it would be smooth and the perfect accompaniment to any food.”

“The launch of Malabar in Aagrah marks a momentous occasion for Cobra, and it is great to see how the beer will become more accessible as it is made available in more top bars and restaurants across the UK”.

Mohammed Aslam MBE, Deputy Lieutenant, Managing Director Aagrah Group , said:

- *“We have been working with Cobra Beer since we started over 40 years ago, we are delighted Cobra chose to do the launch of Malabar with Aagrah.”*

The seven medals won at this year’s prestigious Monde Selection Awards for fine quality and taste bring Cobra Beer’s total number of gold medals from the prestigious Monde Selection Awards up to 101.

Notes to editors

Contact details for further information

For further information, please contact the Cobra Beer press office on 020 7199 2200 or email cobra@wearesevenhills.com

About Cobra Beer Partnership Ltd.

The Cobra Beer Partnership is a joint venture company that combines the brewing, selling and marketing expertise of the highly successful international brewer Molson Coors, with Cobra Beer’s iconic brand and strong presence in ethnic restaurants, off-trade and the on-trade. Formed in May 2009, the Cobra Beer Partnership is chaired by Cobra Beer’s founder, Lord Karan Bilimoria with the day to day operations managed by Molson Coors (UK).

Lord Karan Bilimoria founded Cobra Beer in 1989. He launched Cobra Beer when he realised that Britain deserved a better, smoother, less gassy lager. Not just smoother, but one which complemented food, and could appeal to both ale and lager drinkers alike. Originally imported from Bangalore, Cobra is brewed to a traditional Indian recipe with a modern twist for an extra smooth taste. Only the finest natural ingredients are used including barley malt, rice, maize, wheat, and three varieties of hops. Cobra Beer is now the No. 1 selling beer in Indian restaurants in UK, and is also one of the strongest and best known brands in the world beer category in the UK. Cobra has been exported to over 40 countries around the world. The Cobra Beer portfolio is also one of the most highly awarded. In the Monde Selection, one of the most prestigious quality awards in the world for beer, Cobra Beer has been awarded a total of 101 Gold Medals since 2001.

About Aagrah

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