

BIRA®
PRESENTS
International

CURRY
Week '18
RECAP

Designed, Produced + Managed by InHouse





ONE CITY – FOUR DINNERS

OBJECTIVE : DJ Sharad to organize + manage impactful dinner experiences with some of his most trusted influencers, creatives, and entrepreneurs to initiate conversation surrounding International Curry Week in NYC.



DINNER #1 : THAI



WHO : [DJ Enuff](#) + The Heavyhitters Family

WHERE : Kiin, New York

WHEN : October 10th, 2018

ABOUT : DJ Enuff celebrated 20 years on the air waves over a small, intimate dinner during International Curry Week with the help of Bira.



BIRA 91

PRESENTS

International **CURRY** Week '18

A Celebration of DJ ENUFF'S 20 YEARS on the Air Waves

Starter

PICK 1

KIIN'S SPRING ROLLS
Rice paper wraps, cabbage, carrot, glass noodles, mushroom and corn. Honey-chili sauce.

THAI PANDAN CHICKEN WINGS
Honey-chili sauce

CALAMARI FRITTERS
Marinated with garlic, coriander seeds and black pepper. Breadcrumbs battered and deep-fried. Sriracha dipping sauce.

Main Course

PICK 1

KIIN'S SIGNATURE GREEN CURRY I

Thai green eggplant, finger root, sweet basil, long hot chili peppers, coconut milk and salted egg yolk - fish ball. The fish balls are a "local" favorite, which adds a nice, bouncy texture to the dish.

'KHAO SOI' WITH CHICKEN I

Soft egg noodles curry, with crunchy noodles, diced shallot, pickled cabbage, dried chili and homemade chili oil.

GAENG HUNG LAY CURRY I

Slow-cooked warm-spiced curry with pork shoulder, ginger, palm sugar, peanut, red onion and garlic. Similar to Massaman Curry but without coconut milk and less sweet.

"HO MOK" CURRY FISH CUSTARD I

[Must try!] Creamed red curry custard made of steamed striped bass, cabbage, coconut milk, and duck eggs. It has a complex herb flavor from kaffir lime leaves, sweet basil, and peppers.

Dessert

PICK 1

COCONUT ICE CREAM VANILLA ICE CREAM

Drink

PICK 1

BIRA 91 4.7% ABV

WHITE • WHEAT ALE

BIRA 91 4.7% ABV

BLONDE • LAGER

BIRA 91 6.5% ABV

IPA • INDIA PALE ALE

OR SOFT DRINK



@BIRA91US #BIRA91 #ESSENTIALBEERS



DINNER #2 : INDIAN



WHO : Artist [Jaz Dhami](#) + Influential Guests

WHERE : Baar Baar, New York

WHEN : October 16th, 2018

ABOUT : Jaz Dhami celebrated his recent album release during ICW with Bira's assistance at Baar Baar.

Performing for the smallest audience in his career – Jaz took it acapella.



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Week 18

WELCOME TO NYC
Dinner for International Recording Artists
JAZ DHAMI
CELEBRATING THE LAUNCH OF HIS LATEST ALBUM
PIECES OF ME
HOSTED BY
BUTTER CHICKEN PODCAST'S DJ SHARAD & DJ JUICY

10/16/18 7PM SHARP
BAAR BAAR - 13 E 1ST ST, NEW YORK, NY 10003

*THIS INVITE IS PRIVATE FOR ONE GUEST ONLY





DINNER #3 : JAMAICAN



WHO : Wayne +
Matt Patterson

WHERE : Miss Lily's, New York

WHEN : October 17th, 2018

ABOUT : Dropping his recent record 'Better Me', Matt Patterson got to set the tone in Miss Lily's for ICW.



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A Dinner Celebrating
MATT PATTERSON'S
LATEST PROJECT "BETTER" & DISTRIBUTION DEAL WITH ROC NATION

HOSTED BY
WAYNO OF TRIANGLE OFFENSE

10/17/18 7PM SHARP

MISS LILY'S - 132 W HOUSTON ST, NEW YORK, NY 10012

*THIS INVITE IS PRIVATE FOR ONE GUEST ONLY



DINNER #4 : INDIAN



WHO : [Brown Girl Magazine](#)
+ Influential Female
Affiliates

WHERE : Awadh, New York

WHEN : October 19th, 2018

ABOUT : When you put a lot of influential women in a room together, of course you're going to get some great Bira conversation! These ladies chatted it up about BGM's Slashie Summit over some cold Bira.



BIRA 91 PRESENTS *International* **CURRY** Week '18

A Dinner Celebrating browngirl

MAGAZINE'S SLASHIE SUMMIT 2018

HOSTED BY
TRISHA SAKHUJA-WALIA & FRIENDS

Starter

PICK 1

- AWADHI MURGH TIKKA**
Black Pepper, Pomegranate Marinated Grilled Chicken Tikka
- KURKURI BHINDI**
Crispy Okra w Beetroot Raita
- GALOUTI KEBAB**
Mince Lamb Patties w Mini Paratha
- CHETTINAD CAULIFLOWER**
Cauliflower Tossed in Masala w Curry Leaves, Mustard Seeds

Main Course

PICK 1

- MURGH TARIWALA**
Curry Leaf Flavored Grilled Chicken in a Coconut Curry
- LAMB MATKAWALA**
Slow Cooked Lamb Curry in a Tomato Onion Masala w Yogurt
- PANEER PASANDA**
Cottage Cheese in Chefs special Butter Tomato Sauce
- KOFTA DILNAAZ**
Vegetable dumplings in a cashew and dill sauce

Dessert

PICK 1

- SHAHI TUKRA**
Crispy Bread Pudding w Saffron Milk
- MANGO PHIRNI**
- MANGO RICE PUDDING**

Drink

PICK 1

- BIRA 91 4.7% ABV** **WHITE • WHEAT ALE**
- BIRA 91 4.7% ABV** **BLONDE • LAGER**
- BIRA 91 6.5% ABV** **IPA • INDIA PALE ALE**

OR **SOFT DRINK**



@BIRA91US #BIRA91 #INTERNATIONALCURRYWEEK



THANK YOU



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