



PRESS RELEASE

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Nando's Feed Your Fire Launch: A Feast For The Senses

*Nando's transports guests on a journey to Southern Africa
with great food, art, music and vibes.*

KUALA LUMPUR, 22 September 2022 - This September, discover Nando's Southern African roots and experience Nando's as never before with the New Nando's experience. Enjoy a satisfying PERi-PERi meal, bottomless pleasures while being surrounded by insta-worthy Southern African art you'd wanna steal as you bob your shoulders to Afro-Luso beats. The experience begins with a hot welcome from the Nando's squad - all ready to Feed Your Fire.

The new Nando's experience is first and foremost a feast for the senses. Experience our signature hospitality as the restaurant ignites your senses and feeds your inner desires. At Nando's, there's always more to the story of what makes us who we are.

Of course the main attraction at Nando's is the world famous PERi-PERi. Putting flavour first and heat second, Nando's PERi-PERi sauce is unlike the 'all-out-burn' of other chilli sauces. The African Bird's Eye Chillies, better known as PERi-PERi, first began under the hot sun in the rich, fertile soil of Southern Africa. Today, Nando's has partnered with



over 1400 farmers in 18 growing regions to grow the freshest PERi-PERi for feasters worldwide.

When it comes to art, design and music, we're passionate about nurturing and showcasing Southern African creativity with the world in a way that makes a positive, meaningful difference. Each of our restaurants features beautiful original artworks and designs of Southern African talents that speak primarily to the visual senses – sight and touch.

Nando's prides itself in the nurturing of young Southern African artists and designers. Under the Nando's Art Initiative, more than 350 young artists are involved in 5 art programmes - Creative Block, Nando's Artist Society, Nando's Chicken Run, Nando's Creative Exchange and Spier Arts Academy Artisanal Studios. We also house the world's largest collection of contemporary Southern African art, displayed in 1200 restaurants across 24 nations. Whilst under the Hot Young Designers programme, patterns, furniture and lighting fixtures are created by the hottest Southern African contemporary designers. Guests all around are able to walk in and feel like they have wandered into Southern Africa, bursting with vibrant colours depicting the African spirit and culture aplenty.

Every time you step into our restaurant, there are plenty of tasty Nando's meals to choose from regardless of your personal taste. There's the fan favourite Sweet Potato Chips with PERinaise for those who love a classic, or the Vusa flavoured Wingettes & Drumettes for those who are more adventurous. The delicious Mushroom Bowl for those who want something light, and of course Nando's flame-grilled PERi-PERi chicken served however you prefer it. Once you're done, cool down with some bottomless Frozen Yogurt or try out the all-new Rubro Iced Peach Tea. Don't forget to leave room to indulge in some of the signature desserts.

Of course, no experience is complete without music. Nando's specially curated soundtrack inspires thoughts of African and Portuguese heritage. It mirrors the spice and passion, is earthy and authentic, carries a sense of history in a way we can relate to; And above all, is guaranteed to have you grooving along. If Nando's was a playlist, it would be Afro-luso - a blend of African music, rhythms and dances with Latin American flavours. The Nando's Afro-Luso playlist perfectly synergizes the different cultures that encapsulates the Nando's identity and the desire to take guests on a journey with every step. Have a listen to Nando's playlist [here](#) and find yourself dancing along.

The Nando's experience is undoubtedly an escapade to the spirited and colourful Southern Africa. The up-front grills in the restaurants and the unique taste of Nando's



PERi-PERi pander to the senses of taste and smell, while the music enhances the sizzling sounds you hear in the restaurants. This is how we feed the desire to feel alive with anticipation through food, art, music, and ambiance.

Here at Nando's, trust that we feed not just your appetite, but also your imagination and the desire for adventure. Step into a Nando's outlet today and let us #FeedYourFire.

For more information, please visit www.nandos.com.my and www.nandos.com.my/feedyourfire, or follow Nando's Malaysia at www.facebook.com/NandosMY, <https://www.instagram.com/nandosmy/>, or <https://www.tiktok.com/@nandosmy>.

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About Nando's

The story of Nando's began in a small Johannesburg suburb in South Africa in 1987, with all the passion for Portuguese-inspired flame-grilled PERi-PERi chicken. In 1998, Nando's opened its first restaurant in Kuala Lumpur and has been grilling Malaysian's taste buds ever since. Now Malaysia is home to 74 Nando's restaurants across various states, best known for its legendary and delicious flame-grilled PERi-PERi chicken. In this New Normal, Nando's can be enjoyed via takeaway, delivery and we ensure that only fully vaccinated customers can dine in a safe and hygienic environment whilst surrounded with warmth, hospitality, fun and a meal to remember!



Served in their signature heat levels – Lemon & Herb, Mild, Hot, Extra Hot and Vusa XXHot – on, or off the bone, in a wrap, burger or pitta, and served with a delicious selection of sides, salads, appetisers and sharing platters. Nando's offers great value and variety with refillable drinks, exotic ambience and mouth-watering recipes to please all food palettes. You'll find yourself spoilt for choice!

Whether you go for a quick bite, a family party, a fun night out with friends, or a comfortable night in, it won't be just your taste buds that are invigorated. For further information visit our website: www.nandos.com.my