

EMBARGOED TIL 27 August 2022, 10pm

Press Statement 31/2022

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Carlsberg Scores Big with Fans at the Carlsberg x Liverpool FC LEGENDary Football Party

SHAH ALAM, 27 August 2022 – Carlsberg has once again scored high in celebrating and hosting football punters at an adrenaline-filled football viewing party and autograph session with two Liverpool FC legends in its recent *Carlsberg x Liverpool FC LEGENDary Experience* held at Plaza Arkadia. Charting its stand as the beer of choice for every football occasion, Carlsberg had gone the extra mile to deliver on its promise of bringing the heart and soul of football to life.

With the longest standing partnership in Premier League history, Carlsberg and Liverpool FC celebrate the spectacular energy of sports and camaraderie in conjunction with its 30th anniversary since 1992. This milestone was commemorated globally, and in Malaysia, local Liverpool FC fans were awe-struck by the exciting introduction of the coveted *Carlsberg Liverpool FC Legends Edition exclusive 6-can pack*, depicting the jersey designs of six Liverpool FC's phenomenal icons, who are Ian Rush, John Barnes, Sami Hyypiä, Robbie Fowler, Jamie Carragher and Luis Garcia.

The *Carlsberg x Liverpool FC LEGENDary Experience* was an evening memorialised forever. Footies were treated to a slew of activities where they had their face painted, got their airbrush and sticker tattoos of the club symbols as well as action photos taken at the 360 spin-cam. They also showed off their fancy footwork at the 'Kicks of Glory' and 'Golden Glove' game stations where winners bagged themselves the *Carlsberg Liverpool FC Legends Edition exclusive 6-can pack* and Carlsberg Liverpool FC money-can't-buy jersey. The clincher however was the fact that *Kopites* were given the opportunity to watch a game between Liverpool FC and Bournemouth FC alongside the team's legends, Sami Hyypiä and John Barnes, who had once commanded the roars of fans around the pitch themselves.

"There is something very special about the bonds of football and Carlsberg. Leveraging on Carlsberg's global partnership with Liverpool FC, we, here in Malaysia, have been looking forward to celebrating our commitment to football fans by providing the best experiences for every football occasion. Through the Carlsberg Liverpool FC Legends Edition cans, the special appearances of two living legends of the game and with today's stadium-replica live football viewing showcase, we are confident that we continue to animate the passion of football, especially for Liverpool FC fans," commented Stefano Clini, Managing Director of Carlsberg Malaysia.

Like every great football party, the evening kicked-off with throngs of fans streaming in early to get ready for the excitement that was about to hit the big screen. The courtyard of Plaza Arkadia, which reflected a sea of red, was decked out in true Anfield match-day style with game booths and loads of Liverpool FC fans clinking their cans of Carlsberg Danish Pilsner and Carlsberg Smooth Draught in the air.

The event soon rolled into high gear with dynamic vocals from SAB Acappella & Friends, which then erupted into applause and cheers as football icons Sami Hyypiä and John Barnes made their way to the stage.



Carlsberg-cum-Liverpool FC fans then quickly gathered as they were rewarded with a meet and greet and photo taking session with the LEGENDS before the curtain raised on the first match of the evening.

The atmosphere at Plaza Arkadia replicated a close representation of the football fever that typically engulfs the stadiums of the Premier League, as Carlsberg continues to deliver the best viewing events in town with immersive activities, entertainment and matches, ticking all the boxes of a football enthusiast. The getup, such as the overall décor, game stations and locker room replica will also continue to be housed at Plaza Arkadia from 28 August to 3 September 2022 for football lovers to enjoy.

For those who could not pop over for the recent *Carlsberg x Liverpool FC LEGENDary Experience* held at Plaza Arkadia, you can still stand a chance to win the limited-edition keepsake cans when you purchase six full pints, 10 half pints, two buckets or one tower at your favourite bar or when you spend a minimum of RM20 at convenience stores or RM30 at super and hypermarkets and 99 Speedmart on either Carlsberg Danish Pilsner, Carlsberg Smooth Draught or Carlsberg Special Brew.

Consumers can also get the set for free when they buy RM300 worth of Carlsberg Danish Pilsner, Carlsberg Smooth Draught or Carlsberg Special Brew at super and hypermarkets and 99 Speedmart, official Carlsberg's online stores.

For more exciting news keep up to date by visiting www.carlsbergfootball.com. Be sure to 'Like' and 'Follow' CarlsbergMY on Facebook at www.facebook.com/CarlsbergMY for the latest updates!

And remember, as part of advocating responsible consumption, #CelebrateResponsibly – if you drink, don't drive.

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For more communication materials, scan here:



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About Carlsberg Malaysia

Carlsberg Brewery Malaysia Berhad was incorporated in December 1969. We are a dynamic brewer with operations in Malaysia and Singapore, with stakes in a brewery in Sri Lanka. We also have a regional presence via exports to Hong Kong, Taiwan, Laos, Cambodia and Thailand.

Our international portfolio of brands features Probably the Best Beer In The World – Carlsberg Danish Pilsner, Carlsberg Smooth Draught and Carlsberg Special Brew as well as Carlsberg Alcohol Free Pilsner. This Carlsberg trio is complemented by international premium brews including France's premium wheat beer 1664 Blanc, 1664 Rosé, Japan's No.1 premium beer Asahi Super Dry, European cider Somersby, British-inspired Connor's Stout Porter draught, and US award-winning craft beer Brooklyn Brewery as well as Tuborg Strong. Our local brands include SKOL, Royal Stout, Jolly Shandy and Nutrimalt.

Our approximately 600-strong workforce sell our products in a responsible manner within our sustainability-driven business. Our products are for non-Muslim consumers aged 21 and above. Please #CelebrateResponsibly – if you drink, don't drive!
Find out more at www.carlsbergmalaysia.com.my

Carlsberg x 利物浦俱乐部传奇足球派对壮观 粉丝为 Carlsberg 加分

（**莎亚南 2022 年 8 月 27 日讯**）Carlsberg 为足球迷献上精彩体验，再次登上新高度，最近在 Plaza Arkadia 举办的 Carlsberg x 利物浦足球俱乐部传奇体验（Carlsberg x Liverpool FC LEGENDary Experience），带来了一场心潮澎湃的足球观看派对，以及与 2 位利物浦传奇人物的见面会。Carlsberg 一向来全心全意实现承诺，带出足球的活力与精神，并致力将其品牌定位为每个足球盛事的首选啤酒。

作为英超联赛最悠久的伙伴关系，Carlsberg 与利物浦俱乐部配合自 1992 年以来的第 30 周年，庆祝体育与友谊的正能量。这一里程碑在全球共庆，而在马来西亚，独家 6 罐装 Carlsberg 利物浦俱乐部传奇版的推出，令本地红军球迷深深着迷。该罐装设计体现出 6 位利物浦传奇球员的球衣，分别为伊恩·拉什、约翰·巴恩斯、萨米·海皮亚、罗比·福勒、杰米·卡拉格、路易斯·加西亚。

Carlsberg x 利物浦俱乐部传奇体验是一个令人纪念的夜晚。球迷在当晚畅享一系列精彩活动，他们做了脸部彩绘，以喷绘纹身、纹身贴盖上俱乐部标志，并以 360 度旋转相机拍摄动态照片。他们也在荣耀之踢（Kicks of Glory）及金手套（Golden Glove）游戏站大秀脚步功夫，胜利者赢得了独家 6 罐装 Carlsberg 利物浦俱乐部传奇版，以及金钱买不到的 Carlsberg 利物浦俱乐部球衣。不过，当晚的亮点是红军球迷有机会与该队的传奇人物，即海皮亚、巴恩斯，一同观看利物浦与伯恩茅斯的对决，这两位人物曾在球场上让全场球迷狂吼。

马来西亚 Carlsberg 集团董事经理葛利尼表示，“足球与 Carlsberg 有着非常特殊的感情。借助 Carlsberg 与利物浦俱乐部的全球伙伴关系，我们在马来西亚一直期待带出我们对球迷的承诺，为每个足球盛事带来最佳体验。通过 Carlsberg 利物浦俱乐部传奇版罐装、两位足球界传奇人物特别现身，加上今天以复制版体育场进行现场球赛观看活动，我们有信心，我们将继续点燃足球的热情，尤其是为利物浦球迷。”

就像每一场足球派对，大群球迷提早涌进会场代表了当晚的开始，为大荧幕即将播放的精彩赛事热一热身。以安菲尔德风格满满的装饰，Plaza Arkadia 广场现出一片红色海洋，除了游戏站、足球小吃，现场可见众多利物浦迷高举 Carlsberg Danish Pilsner 与 Carlsberg 顺啤（Carlsberg Smooth Draught）罐装干杯。

SAB A Cappella 无伴奏合唱团的动感声音随后带活动进入高潮，欢呼掌声也跟着爆发，目睹足球界重量级人物，即海皮亚、巴恩斯登台现身。各位 Carlsberg 爱好者兼利物浦球迷幸运儿随后迅速聚集在一起，在当晚球赛开始前，尽享与这两位传奇人物见面合照的时刻。

Plaza Arkadia 当晚气氛营造了英超联赛体育场般的热潮，彰显 Carlsberg 致力继续带来全城最佳球赛观看活动现场，并以沉浸式活动、娱乐及赛事满足各位球迷。整体装饰、游戏站和更衣室复制品等布置将继续留在 Plaza Arkadia，让球迷们从 2022 年 8 月 28 日至 9 月 3 日前来体验。



错过了 Carlsberg x 利物浦俱乐部传奇体验的朋友别灰心，您还有机会赢取该限量版纪念罐装，只需在您喜爱的酒吧购买 6 大杯（full pints）、10 小杯（half pints）、2 桶或一个啤酒塔；或在便利店消费至少 20 令吉，或在超市霸市及 99 Speedmart 连锁店消费 30 令吉，购买任何 Carlsberg Danish Pilsner、Carlsberg 顺啤或 Carlsberg Special Brew。

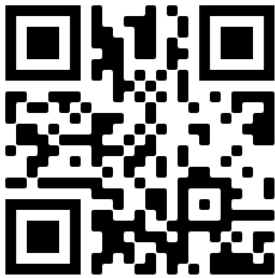
消费者也可免费获取这一盒罐装，只需在超市霸市、99 Speedmart 连锁店及 Carlsberg 官方网店平台，购买价值 300 令吉的 Carlsberg Danish Pilsner、Carlsberg 顺啤或 Carlsberg Special Brew。

游览 www.carlsbergfootball.com 追踪更多精彩消息。记得在脸书点赞跟踪 CarlsbergMY (www.facebook.com/CarlsbergMY) 以获知最新资讯！

记得要#理性饮酒，时时刻刻记住“酒后不开车，平安到永久”。

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