

## FACT SHEET 情况说明书



**JUST KEEPS  
GETTING BETTER**  
精益求精，追求更好!



PROBABLY THE BEST  BEER IN THE WORLD



**NEW LOOK,  
SAME GREAT BREW**  
形象焕然一新，口味清爽依旧



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**CARLSBERG'S NEW BETTERMENTS**

Carlsberg 的全新体验改良

**FRESHER**  
更保鲜



• We created a cleverly-designed cap that removes oxygen from the bottle  
You get 5x fresher taste for longer with the new Fresh Cap

• 特别设计的“吸收氧气”锁鲜瓶盖，可以消除瓶内多余氧气，并且保持啤酒新鲜口感

*J. J. Jacobsen*

**BETTER**  
更优良



• Our Stem Glass comes engraved with a hop leaf-shaped nucleation stamp, which generates and retains more foam for longer

• More foam keeps the aroma for longer through our better glass

• 全新啤酒杯底部刻上了特制图案并拥有产生持久啤酒泡沫特殊功能

• 更多细腻泡沫表示可锁住并延长啤酒香气

*J. J. Jacobsen*

**EASIER**  
更方便



• We want to help you open a 6-can pack of Carlsberg in next to no time  
• Thus, we improved the pack with an Easy To Open feature, allowing you to enjoy  
Probably The Best Beer In The World with ease and convenience

• 经过改善后的包装，让你轻松打开Carlsberg 6罐包装，更容易地畅饮堪称全球最佳的啤酒

*J. J. Jacobsen*

## FREQUENTLY ASKED QUESTIONS 常见问题解答

Why does Carlsberg have a refreshed look?

At Carlsberg, we care about how things are made and enjoyed. We look into constant improving and refining and believe in progressive pursuit of beer. Hence our products, the packaging, communications, visibilities and amenities have a refreshed look and feel to bring a better beer experience for all beer lovers. Carlsberg “Just Keeps Getting Better”!

So, what has changed?

**In short, “New Look, Same Great Brew”.** Our refreshed Danish inspired brand identity, which keeps to a well balance of simplicity and contemporary is applied across our products, the packaging, communications, visibilities and amenities to deliver a better beer experience for all beer lovers.

Has the alcohol content changed?

Carlsberg remains at 5% ABV, whilst Carlsberg Special Brew is maintained at 6.5% ABV.

Will Carlsberg Smooth Draught get a refreshed look?

Plans for refreshing it are in the works. So, stay tuned!

What are the efforts in communicating this refreshed look?

Our pursuit of better efforts will be shared across via print, digital space, social media, nationwide consumer promotions, in-store communication and visibility.

### **为什么 Carlsberg 要重塑新形象?**

Carlsberg 一直致力于酿造最佳品质产品和提供最高享受。我们不断改进，精益求精，体现锲而不舍追求高品质啤酒的精神。因此，我们的产品、包装、广告传播、视觉等，形象焕然一新，为所有啤酒爱好者带来更好的啤酒体验。

### **那和之前有何不同?**

简单来说，“形象焕然一新，口味清爽依旧”。我们重塑源自丹麦的品牌形象，糅合极简与现代感的设计理念，实施于一切产品、包装、广告传播、视觉等，以便为所有啤酒爱好者带来更好的啤酒体验。

### **酒精含量有不同吗?**

Carlsberg 酒精含量维持在 5%，而 Carlsberg Special Brew 酒精含量维持于 6.5%。

### **Carlsberg 顺啤是否也会进行形象重塑?**

重塑计划正在进行中，敬请继续关注!

### **如何传播此焕然一新的形象?**

我们将通过报纸、电子平台、社交媒体、全国性消费者促销活动，店内广告传播等来分享我们焕然一新的形象，同时传达我们精益求精的品牌理念。

MANAGEMENT OF CARLSBERG MALAYSIA  
马来西亚 Carlsberg 集团管理层



**Ted Akiskalos** Managing Director  
董事经理 **泰德·艾天赐**



**Gary Tan** Sales Director  
销售总监 **陈森宦**



**Caroline Moreau** Marketing Director  
市场总监 **柯诺琳**



**Lim Chee Keat** Chief Financial Officer  
财务总监 **林志杰**



**Pearl Lai** Corporate Communications and CSR Director  
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**Piotr Zajac** Supply Chain Director  
供应链总监 **彼得·扎亚茨**



**Lew Yoong Fah** Government Affairs and Duty-Free  
Director  
法规事务及免税销售总监 **刘荣发**