

FOR IMMEDIATE RELEASE

Press Statement 14/2020

18 May 2020

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## Help Malaysia's Bars Come Back Stronger When You Adopt a Keg

Carlsberg Malaysia helps F&B businesses recover after MCO by rewarding consumers with 20,000 complimentary glasses at their local bars

**SHAH ALAM, 18 May 2020** – During the Movement Control Order (MCO), refreshing kegs of Carlsberg beer have been sitting lonely in empty bars. Bad for business owners, and sad for fans of Probably the Best Beer in the World.

To get consumers back into their favourite hangouts and help businesses get back on their feet, Carlsberg Malaysia has introduced Adopt a Keg – an initiative that rewards consumers who have purchased Carlsberg for home consumption with free draught beer they can redeem at local F&B outlets when the MCO restrictions are lifted.

Adopt a Keg allows beer lovers to fill their own virtual beer keg at [adoptakeg.carlsberg.com.my](http://adoptakeg.carlsberg.com.my) by simply scanning the receipt and barcodes from their purchases of Carlsberg Danish Pilsner and Carlsberg Smooth Draught cans and bottles whether from convenience stores, online retailers, supermarkets or hypermarkets.

Once the keg is full, consumers will be rewarded with two free beers from Carlsberg Malaysia which can be redeemed via a QR code at participating F&B outlets when they reopen. Outlets offering redemptions will be reimbursed by Carlsberg Malaysia, helping with their operating expenses while building up customer patronage.

Stefano Clini, Managing Director of Carlsberg Malaysia, said, “Our customers are pivotal to the growth we’ve achieved over the years and we are proud to introduce initiatives aimed at kickstarting their recovery, especially for on-trade customers which have been the most badly affected in this time. Banking on the momentum of our beer sales via e-commerce and off-trade consumption during the MCO, Adopt a Keg aims to reward our consumers with free draught beer on us while supporting their local F&B outlets.”

“Our customers have also innovated with food and beer packages during the MCO including bottling draught beer for delivery and we in turn want to help them regain consumer footfall and lost earnings through this initiative. We call on beer lovers nationwide to help Malaysian F&B businesses come back stronger after the MCO simply by enjoying Carlsberg Danish Pilsner and Carlsberg Smooth Draught they buy from stores,” Clini added.



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Redemptions for Adopt a Keg are limited to the first 10,000 consumers, with a total of 20,000 free glasses of Carlsberg beer to be given away. Consumers can redeem their complimentary beer at participating outlets of their choice from 1 June until 31 August or while stocks last.

As an added bonus, Carlsberg Malaysia is offering the chance to adopt a full keg of beer with a special promotion of RM500 for 100 glasses of beer. The offer will be available from 1 June and is limited to the first 1,000 consumers, who can redeem it when participating outlets reopen with the option to share beer from their virtual keg to other registered users on [adoptakeg.carlsberg.com.my](http://adoptakeg.carlsberg.com.my).

Carlsberg Malaysia encourages consumers to celebrate responsibly by not drinking and driving and practicing social distancing when enjoying their Adopt a Keg redemptions.

Adopt a Keg follows another initiative by Carlsberg Malaysia in support of local coffee shops in collaboration with the Malaysia Singapore Coffee Shop Proprietors General Association (MSCSPGA), where Carlsberg will help defray their utility bills and contribute to their bottom line via a consumer promotion for Carlsberg Smooth Draught – Probably The Smoothest Beer in the World.

For more information on Adopt a Keg, visit [adoptakeg.carlsberg.com.my](http://adoptakeg.carlsberg.com.my).

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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 Thailand, Taiwan, Hong Kong and Laos.

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

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## 一起为马来西亚的酒吧强势回归，并以【专属酒桶】享饮免费啤酒！

### 马来西亚 Carlsberg 集团奖励消费者 2 万杯免费生啤，力助餐饮业者复苏生意

**莎亚南 18 日讯** – 在行动管制令执行期间，许多酒吧无法让啤酒爱好者在店内享用清新爽口的堪称全球最佳啤酒，导致 Carlsberg 酒桶，孤零零呆在空荡荡的酒吧。这对业者或称全球最佳啤酒迷都是非常不好的状况。

为了让消费者重返他们喜爱的酒吧并协助业者复苏，马来西亚 Carlsberg 集团启动“专属酒桶”倡议，奖励顾客购买 Carlsberg 在家饮用当儿也可在酒吧复工后，获取免费 Carlsberg 生啤。

“专属酒桶”倡议以虚拟方式，让啤酒爱好者在线装填酒桶。凡购买 Carlsberg 或 Carlsberg 顺啤的消费者，只需登入 [adoptakeg.carlsberg.com.my](http://adoptakeg.carlsberg.com.my) 扫描收据和条形码，就可装填虚拟酒桶。

一旦虚拟酒桶装满后，消费者在行动管制令执解限后可到指定酒吧扫描 QR 码，换取 Carlsberg 集团所赠送的 2 杯生啤。有参与此倡议的业者将获得本集团的补贴，助于减轻运营成本负担，吸引更多客户光顾。

马来西亚 Carlsberg 集团董事经理葛利尼表示：“我们这些年来的企业成长，关键在于我们的客户，我们很荣幸能够发起各种倡议协助业者复苏，尤其是遭受影响的即饮渠道。在行管令期间，啤酒销售主要源于网购和非即饮渠道，我们发起“专属酒桶”倡议奖励消费者免费生啤，同时让他们支持自己喜爱的酒吧。”

葛利尼补充：“在行管令期间，有很多酒吧和餐厅业者推出创新套餐，甚至还外送生啤酒，我们希望通过这项倡议回馈他们，帮助他们重新获得客户光顾，弥补损失。我们呼吁马来西亚啤酒爱好者支持这项倡议，只需购买罐装或瓶装的 Carlsberg 或 Carlsberg 顺啤，就能帮助本地酒吧于行动管制解限后复苏生意，卷土重来。消费者必须记得理性饮酒，酒后别驾车，也别忘了保持社交距离！”

“专属酒桶”倡议所送出的 2 万杯 Carlsberg 生啤，只限于首一万位消费者。消费者可从 6 月 1 日起至 8 月 31 日，在酒吧重开时到有参与此倡议的酒吧换领，发完即止。

此外，马来西亚 Carlsberg 集团也将于 6 月 1 日起，推出额外优惠，让消费者以特别价格享用一个酒桶，100 杯生啤酒只需 500 令吉。此优惠只限于首一千位消费者。消费者也可以通过 [adoptakeg.carlsberg.com.my](http://adoptakeg.carlsberg.com.my) 将购买的啤酒分享给其他注册用户。



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继本集团与马新咖啡茶业联合总会所合作的倡议后，“专属酒桶”倡议是本集团再度推行的另一项倡议，而之前宣布的倡议是通过堪称全球最顺啤酒的 Carlsberg 顺啤进行促销，减轻业者的固定运营成本负担。

欲知更多关于“专属酒桶”的详情，请浏览 [adoptakeg.carlsberg.com.my](http://adoptakeg.carlsberg.com.my)。

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