

FOR IMMEDIATE RELEASE

Press Statement 09/2023

31 March 2023

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## Vibrant New Look of SKOL toasting to Freedom & Fulfilment

**SHAH ALAM, 31 March 2023** – SKOL, satisfying consumers since 1959, has rejuvenated its brand identity with a fresh new look featuring a soaring eagle as its key motif in vibrant shades of red and yellow to invite consumers to unwind and unplug in the company of friends after a hard day's work.

Maintaining its easy-to-drink refreshing taste, SKOL's revamped packaging pays tribute to its drinkers' desire for freedom and drive for fulfilment. SKOL's credentials with the use of quality ingredients, European heritage, and provenance cues are its badges of honour, bringing to life its tagline of 'New Look, Same Great Taste. You've earned it'.

Brewed in 4% ABV, SKOL is made with the best choice of hops, grain-malt and pure water, presenting consumers with a crisp and refined tasting beer. "We are confident that SKOL's new label and packaging design will resonate with beer lovers who seek a refreshing and value-for-money beer to unwind after a busy day. Our commitment to delivering high-quality beer products remains unwavering, and the new SKOL packaging is a testament to that," said Olga Pulyaeva, Carlsberg Malaysia's Marketing Director.

"Based on our consumer insights, enjoying a refreshing and satisfying SKOL beer is a form of reward to hardworking individuals. With that in mind, we also want to honour and praise earnest hard work of SKOL drinkers and encourage them to unplug and unwind with a great and affordable crisp, quality beer that is synonymous with the word "cheers" itself - SKOL!" she added.

To celebrate the relaunch of SKOL's packaging, consumers can enjoy numerous promotions from now until mid-June, at major supermarkets, hypermarkets, selected convenience stores, grocery stores, and e-commerce sites.

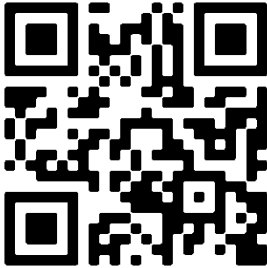
At food courts or eateries, consumers can purchase six big bottles (640ml) of SKOL and receive one big bottle free. This promotion will be available in Peninsular Malaysia from 1 March until 31 May 2023 and in Sabah and Sarawak from 15 March until 18 June 2023.

Starting this month until 31 May 2023, consumers who head over to their nearest supermarkets, hypermarkets, or Carlsberg official ecommerce sites, can purchase two 4-can packs of SKOL and stand a chance to win exciting prizes including the grand prize of a 4-day 3-night holiday package for two worth RM5,500 to Langkawi, or be in the running to win an OSIM portable massager worth RM598 monthly.

Available nationwide, SKOL comes in 320ml cans as well as 325ml and 640ml bottles. When purchasing and enjoying SKOL, remember to always **#CELEBRATERESPONSIBLY** – if you drink, don't drive!

– End –

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 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](http://www.carlsbergmalaysia.com.my)

## SKOL 亮相活力新面貌 为自由与满足干杯

（**莎亚南 2023 年 3 月 31 日讯**）自 1959 年以来让消费者称心如意的 SKOL 刷新品牌身份，亮相崭新形象。除了画上腾飞的雄鹰作为主要图案，也以红色和黄色带出活力气息，邀消费者在经过一天的辛勤工作后，在好友的陪伴下放慢脚步，放松自我。

SKOL 包装焕然一新，清爽口感依旧，向饮者追寻自由，追求满足的精神致敬。SKOL 以使用优质的原料和欧洲传承的原有元素为荣，也将“全新包装，绝佳口感。值得享用！”这一理念体现出来。

酒精度 4% 的 SKOL 以精选啤酒花、谷物麦芽和纯净水酿造，为消费者带来口味清爽精致的啤酒。马来西亚 Carlsberg 集团市场总监奥加尔（Olga Pulyaeva）表示，“我们相信 SKOL 的新标志和包装设计将与啤酒爱好者引起共鸣，特别是想在忙碌的一天后来点超值清爽啤酒放松的一众。我们始终坚持提供高品质啤酒产品的承诺，而 SKOL 崭新包装证明了这一点。”

她补充：“根据我们的消费者洞察，对勤力工作人士而言，享用清新爽快的 SKOL 啤酒也是一种奖励方式。为此，我们想要表扬称赞 SKOL 饮者认真努力，埋头苦干的精神，并邀他们以价格实惠、清爽顺口的 SKOL 啤酒纾解放松，而 SKOL 就是‘干杯’的意思，可谓再合适不过了。”

配合 SKOL 全新包装推出，消费者可以从即日起至 6 月中，在各大超级市场、霸级市场、指定连锁店、杂货店，以及网购平台，享有多种促销。

在美食中心或餐饮店，消费者只需购买 6 大瓶（640 毫升）SKOL，即可免费获得多一个大瓶装，西马半岛的促销期是从 2023 年 3 月 1 日至 5 月 31 日，而沙巴和砂拉越的促销期是从 2023 年 3 月 15 日至 6 月 18 日。

从这个月起一直到 2023 年 5 月 31 日，消费者可到临近的超级市场和霸级市场，或在 Carlsberg 官方网购平台，购买 2 份四罐装 SKOL，并享有机会赢取精彩奖品，包括总值 5500 令吉的 4 天 3 夜浮罗交怡双人旅游配套大奖，或成为赢取价值 598 令吉 OSIM 手携按摩仪的每月幸运儿之一。

以 320 毫升罐装，还有 325 毫升和 640 毫升瓶装出售的 SKOL 现已在全国上架。在购买享用 SKOL 的时候，记得要#理性饮酒——“酒后不开车，平安到永久”。

-完-

更多公关材料，请扫描：



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