

FOR IMMEDIATE RELEASE

Press Statement 20/2024

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Connor's Stout Porter Unleashes the Ultimate *Good Times* Experience

Where Connor's, the Makers of Good Times brought people, subculture and music together!

SHAH ALAM, 24 August 2024 – Through its latest electrifying new campaign “**Connor's x YOU: Makers of Good Times**”, Connor's Stout Porter, the iconic stout and purveyor of good times, elevated evening rendezvous to new heights culminating in an unforgettable midnight experience like no other in the heart of downtown Kuala Lumpur.

With a mission to empower consumers to be the architects of their own epic moments and a relentless focus on spontaneity and fun, the brand continues to revolutionise the way consumers experience good times. Elevating spur-of-the-moment mid-week gatherings to grand weekend blowouts, Connor's fuelled the good times with a series of exhilarating experiences that redefined the party scene.

One such defining feat – establishing Connor's as the brand behind a remarkable global achievement with the *Most People Shaking Drink Cans Simultaneously* and set a new Guinness World Record. Connor's brought together 300 stout fans for a synchronised symphony of shaking cans that created a legendary moment capturing the essence of good times and celebrated by hundreds in unison.

Olga Pulyaeva, Marketing Director of Carlsberg Malaysia, expressed her enthusiasm for the campaign, stating, “We believe every get-together, no matter how big or small, deserves to be memorable. **Connor's x YOU: Makers of Good Times** is more than just a campaign; it is an invitation for stout lovers to embrace the moment and create unforgettable memories and experiences. And we loved seeing how Malaysian fans made their good times with Connor's.”

Throughout the two-month campaign, Connor's transformed 16 local pubs and bars across Malaysia into pulsating party hubs. Partygoers experienced exhilarating beats, unrivalled energy, and an unforgettable journey through the heart of the dance music scene, curated by the country's most talented underground DJs.

Hundreds of stout lovers were also invited to master the art of the *Perfect Pour* and infectious *Shake Ritual* at these sessions as well. With every expertly poured pint and flawlessly executed shake, Connor's fans were the Makers of their own Good Times and took home exclusive Connor's merchandise.

To cap off this amazing initiative, Connor's collaborated with Midnight Live to bring the underground party scene to life in three regions ending with a climactic finale at REXKL. Kicking off in Johor at YOLO Livehouse on 3 August, the tour then headed to Fort Cornwallis in Penang on 17 August before bringing the house down across three stages at ShhBuuLee, Background and RXP+ at REXKL in a single night on 24 August.



There's more! – to ensure stout lovers continue to capture every single stunning detail of epic nights out with their mates, Connor's gave away dozens of 200 Insta360 X4 bundle sets worth a staggering RM600,000 and will keep doing so until 31 August! Consumers simply need to purchase a half pint or can of Connor's Stout Porter for one entry or a full pint to double the chances of winning at over 900 participating outlets nationwide. A similar promotion is also running at participating supermarkets and hypermarkets or from e-commerce platforms such as Shopee, Panda Mart, and Grab where each can purchased counts as one entry.

So, whether you were there to witness it firsthand or still buzzing from the good times, Connor's Stout Porter proved once again that it's the ultimate partner for anecdotal memories. Let's raise a pint of Connor's and let the good times roll!

To find out more visit <https://mogt.connorstout.com/> or like and follow Connor's [Instagram](#) and [Facebook](#).

All promotions and activities are open to non-Muslims aged 21 and above. When purchasing and enjoying Connor's, remember to **#CELEBRATERESPONSIBLY** – if you drink, don't drive!

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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 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 Sapporo Premium Beer, 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.

Connor's Stout Porter 送上极致美好时光体验

美好时光创造者 Connor's 汇聚众人、亚文化、音乐，释放精彩！

（**莎亚南 2024 年 8 月 24 日**）标志性黑啤酒暨美好时光推广者 Connor's Stout Porter，近期带来了崭新动感市场活动 “Connor's x YOU: Makers of Good Times”，将夜生活推向了新高度，势必让您在在隆市中心留下精彩难忘的夜间体验。

该品牌秉持使命，力挺消费者以即兴和乐趣为主，自创精彩时光，并继续为消费者重塑美好时光的体验方式。Connor's 带来了一系列振奋精彩体验，让工作日的即兴相聚、周末的兴奋狂欢热度攀升，献上了美好时光，也为派对局面注入了新定义。

其中亮点之一，是让 Connor's 通过实现“最多人同时摇晃罐装饮料”场面，来试图创下新的吉尼斯世界纪录（Guinness World Records）。为此，Connor's 汇聚了 300 位黑啤酒爱好者，前来同步摇晃罐装饮料，创造传奇时刻，也捕捉美好时光的精髓，并且与数百人齐声喝彩。

马来西亚 Carlsberg 集团市场总监奥加尔（Olga Pulyaeva）满怀热情地表示：“我们相信，每一个相聚时光，无论大小，都值得回忆。Connor's x YOU: Makers of Good Times 不仅仅是一个市场活动，更是邀请黑啤爱好者拥抱当下，创造难忘的回忆和体验，能够见证大马消费者与 Connor's 共创美好时光，我们对此感到惬意。”

在为期两个月的活动中，Connor's 把全马 16 家酒吧酒馆转化为动感派对天地，各位狂欢者可以跟随才华横溢的本地地下 DJ，一同感受了令人振奋的节拍、无与伦比的能量，踏上了难忘的舞曲之旅。

百多位黑啤酒爱好者也受邀参加 Perfect Pour 及 Shake Ritual 比拼，掌握好专业斟酒、完美摇晃的艺术。通过斟酒和摇晃的活动，Connor's 粉丝回是自己美好时光的创造者，还可以赢走独家 Connor's 周边产品。

为了增添多一笔精彩活动，Connor's 与 Midnight Live 展开了合作，把地下派对搬上舞台，通往三个地区呈现，并以吉隆坡 REXKL 为总结。该派对于 8 月 3 日在柔佛新山 YOLO Livehouse 拉开序幕，随后于 8 月 17 日北上檳城康华丽堡（Fort Cornwallis），并于 8 月 24 日晚间登上了吉隆坡 REXKL 的 ShhBuuLee、Background 及 RXP+ 三个舞台。

不仅如此，为了让黑啤酒爱好者拍下记录每一段和好友的美好时光，Connor's 送出了多份 Insta360 X4 全景相机套装，总共有 200 份且总值 60 万令吉，还将继续送出直到 8 月 31 日为止！消费者只需在全国 900 家有参与的商店，购买一小杯（half pint）或一罐 Connor's Stout Porter 以得到一次参赛资格，或购买一大杯（full pint）以获双倍得奖机会。相似的促销也在有参与的超级市场、大型市场、电商平台 Shopee、Panda Mart 及 Grab 展开，购买一罐为一次参赛资格。



无论您是现场亲眼见证，还是沉静在这些美好时光，都证明了 Connor's Stout Porter 是美好回忆的极致伴随者。一起举起 Connor's，让美好时光不停歇！

欲知更多详情，浏览 <https://megt.connorsstout.com/>，并关注 Connor's 官方 [Instagram](#) 账号及 [脸书](#) 专页。

所有促销及活动仅开放给年龄 21 岁以上的非穆斯林人士。购买享用 Connor's，必得理性饮酒，牢牢记住：酒后不开车，开车不喝酒！**#CELEBRATERESPONSIBLY**

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关于马来西亚 Carlsberg 集团

马来西亚 Carlsberg 集团 (Carlsberg Brewery Malaysia Berhad) 于 1969 年 12 月成立，是一家灵活酒商，业务遍布马来西亚和新加坡，并在斯里兰卡一家酒厂拥有股份，也通过出口市场扩大区域范围，包括香港、台湾、老挝、柬埔寨、泰国。

本集团旗下国际品牌组合包括堪称全球最佳啤酒——Carlsberg Danish Pilsner、Carlsberg 顺啤 (Carlsberg Smooth Draught)、Carlsberg Special Brew 及 Carlsberg Alcohol Free Pilsner，还有法国优质小麦啤酒 1664 Blanc 及 1664 Rosé、日本 Sapporo Premium Beer、欧洲苹果酒 Somersby、英伦式 Connor's Stout Porter、美国屡获殊荣精酿啤酒 Brooklyn Brewery，以及 Tuborg Strong。本地品牌包括 SKOL、Royal Stout、Nutrimalt。

我们拥有 600 多名员工，都以负责任方式销售产品，并在可持续发展的驱动下开展业务。本集团旗下产品仅供年龄 21 岁以上的非穆斯林消费者使用。理性饮酒，你我有责，时时刻刻牢牢记住：酒后不开车，开车不喝酒！**#CELEBRATERESPONSIBLY**

敬请浏览 www.carlsbergmalaysia.com.my 了解更多。