

FOR IMMEDIATE RELEASE

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## CARLSBERG USHERS THE YEAR 2020 WITH 'DOUBLE CHEERS. DOUBLE WINNINGS.' IN SABAH

Carlsberg rewards beer lovers double prosperity with chances to take home limited-edition gigantic Carlsberg bottle, and other exciting prizes!

Kota Kinabalu, 14 January 2020 – Ushering the year 2020 with double prosperity, Carlsberg unveiled its Chinese New Year (CNY) campaign 'Double Cheers. Double Winnings.' to Sabahans in Kota Kinabalu. The nationwide promotion which runs till 9 Feb 2020 offers consumers chances to double-up their rewards to win a limited-edition gigantic 3-litre Carlsberg bottle, Carlsberg Smart Mini Bar and many other interesting prizes this festivity!

Inspired by the Chinese saying that good things come in pairs and following the unique occurrence of the year 2020, Carlsberg craftily illustrates the art of red paper cutting featuring 'fish' to symbolise abundance and 'lion dance' for prosperity on all Carlsberg and Carlsberg Smooth Draught CNY festive cans and bottles.

Held at Lintasan Deasoka in a massive CNY bazaar street set-up, Carlsberg brought to life 'Double Cheers. Double Winnings.' in true festive spirit to media and trade partners by a lively acrobatic lion dance performance, 24-drum piece show and Probably The Best Yee Sang toss as they paired quality brews of Carlsberg Malaysia with a sumptuous buffet spread.

To elevate the concept of double, Sales Director Gary Tan said in an opening speech, "Carlsberg rewards beer lovers this Lunar New Year with our rewarding 'Double Cheers. Double Winnings.' Promotion with exciting prizes up for grabs including the limited-edition gigantic 3-litre Carlsberg bottle and the 3-in-1 multi-function Carlsberg Smart Mini Bar, the perfect addition to CNY reunions and celebrations which will double the happiness with your family and loved ones!".

Only available in Malaysia, Carlsberg is giving away more than 2,000 units of the 3-litre Carlsberg bottle this CNY. To date, more than 700 lucky winners have emerged following their purchases at participating hypermarkets, convenience stores, e-commerce sites; and for those who enjoyed our beers at participating bars, restaurants, coffee shops and food courts!

Want to be a winner and bring home your very own Carlsberg bottle to double up the festivities this CNY? Head to participating coffee shops or food courts and check underneath the bottle caps for purchases of Carlsberg (640ml) or Carlsberg Smooth Draught (580ml) big bottles. Stand to win the 1st prize of a 3-litre Carlsberg bottle; the 2nd prize of an RM88 cash ang pau or collect three (3) bottle caps to redeem a FREE deck of Carlsberg playing cards.

If you're stocking up on beers for that double cheers moment with friends and family, get rewarded with instant prizes including Carlsberg's elegant and sleek glassware and more! Grab your chances for a doubled winning when you 'Snap and Win' your way to proudly own the limited-edition 3-litre Carlsberg bottle. This promotion is eligible at participating hypermarkets, as well as participating e-commerce sites such as Potboy, Shopee, Taobao, Sohda, Winetalk, and Boozeat

For instant beer enjoyment at modern pubs, bars and restaurants, get your hands on the limited-edition Carlsberg playing cards for every promotional purchase of Carlsberg or Carlsberg Smooth Draught. For chances of a doubled reward, snap your receipt and submit via WhatsApp to join the weekly contest.

Gaining attention for its sleek and modernistic design at participating hypermarkets and convenience stores this CNY period is the Carlsberg Smart Mini Bar that boasts a modernistic design of a table equipped with a built-in fridge and is fitted with Bluetooth speaker and USB charger functionalities. Ease worries of storing and chilling beer for perfect enjoyment during family reunions as the Carlsberg Smart Mini Bar can store almost 150 cans!

Want to get your hands on the Smart Mini Bar? Simply purchase 2 cartons of Carlsberg and/or Carlsberg Smooth Draught and 1 carton of 1664 Blanc, Somersby or Asahi at participating hypermarkets or purchase RM20 and above of Carlsberg Malaysia products at participating convenience stores to be eligible for the weekly draws with chances to win a Carlsberg Smart Mini Bar or a 1664 Blanc-branded Mini Chiller.

Come celebrate the CNY festivities in great spirit with the limited-edition 3-litre Carlsberg bottle, Carlsberg Smart Mini Bar and more while savouring Probably The Best Brews by Carlsberg Malaysia. For more information on all ongoing CNY promotions or events, visit [www.probablythebest.com.my](http://www.probablythebest.com.my) or follow us on Facebook at [www.facebook.com/CarlsbergMY](http://www.facebook.com/CarlsbergMY).

#### **About the Carlsberg brand**

Probably the best beer in the world, Carlsberg is the flagship brand in Carlsberg Malaysia, a truly international beer brand available across 140 countries worldwide. The very first Carlsberg beer was brewed by Carlsberg's founder J.C. Jacobsen in Copenhagen, Denmark in 1847 whilst the first locally brewed Carlsberg in Malaysia was in 1972. The Carlsberg portfolio in Malaysia includes the Carlsberg Danish Pilsner, Carlsberg Smooth Draught featuring the innovative POP cap and Carlsberg Special Brew.

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Incorporated in 1969 and listed on the Main Board of Bursa Malaysia Securities Berhad, Carlsberg Malaysia is part of Carlsberg Group with regional investment in Singapore and Sri Lanka. Our flagship brand – Carlsberg – is one of the best-known beer brands in the world whilst Kronenbourg 1664 Blanc, Somersby, Asahi Super Dry, Connor's Stout Porter are among the key premium brands in Malaysia. Approximately 600 people work for the Company, selling our products in a responsible manner and business managed sustainability.

Find out more at [www.carlsbergmalaysia.com.my](http://www.carlsbergmalaysia.com.my).

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## CARLSBERG 在沙巴推介 ‘双饮双赢’ 迎接 2020 鼠年

Carlsberg 大方回馈啤酒爱好者双赢机会把限量版巨型 Carlsberg 酒瓶及其他丰富奖品带回家过年！

亚庇 14 日讯 – Carlsberg 在亚庇推介 ‘双饮双赢’ 活动与沙巴子民一起迎接 2020 双倍丰收的新年。这项于 2 月 9 日截止的全国性促销，让消费者在这个新年有机会连庄得奖，赢取限量版巨型 3 公升、Carlsberg 智能迷你吧及其他丰富的奖品！

Carlsberg 从俗语好事成双及 2020 这对数字获得启示，利用中华剪纸技艺的对剪法，创出了寓意年年有余的双鱼图以及象征祈福送福的双狮图，这两个吉祥图都跃现在所有 Carlsberg 及 Carlsberg 顺啤的罐子和瓶子之上。

Carlsberg 在 Lintasan Deasoka 新年市集举行 “双饮双赢” 推介礼，让现场的媒体及商业伙伴前都沉浸在浓浓的欢乐过年氛围中，全场一起观赏精彩舞狮表演、24 节令鼓、齐享堪称最佳捞生以及丰富自助餐配马来西亚 Carlsberg 的佳酿。

销售总监陈森宦在开幕词中把 ‘双’ 的概念说得到位，他说：“Carlsberg 通过新年 ‘双饮双赢’ 活动，双倍奖赏忠实的啤酒爱好者，让他们高唱奖励丰收。活动的丰富奖品待赢取，包括限量版巨型 3 公升 Carlsberg 酒瓶以及 3 合 1 多功能 Carlsberg 智能迷你吧，都是团圆饭和新年聚餐的最佳礼物，将能你家带来双倍的节日喜庆气氛！”

Carlsberg 在这个新年独家派送的 3 公升 Carlsberg 酒瓶，全马来西亚限量送出超过 2000 樽。截至今日，全国参与促销的超市、霸市、便利商店、电商平台、酒吧、餐厅咖啡点及美食中心已经送出了超过 700 樽给各地幸运儿！

凡是想以 Carlsberg 酒瓶把新年气氛推向高潮，消费者只要在参与促销的咖啡店或美食中心购买大瓶装的 Carlsberg (640 毫升) 或 Carlsberg 顺啤 (580 毫升) 即可，但别忘了检查瓶盖底部，即有机会赢取首奖一樽 3 公升 Carlsberg 酒瓶，二奖 RM88 现金红包或只需收集三 (3) 个瓶盖即可兑换一副 Carlsberg 扑克牌。

要饮就会赢！着手预备啤酒款待亲友，不但可以与亲友双双喜喜过年，还能即买即得礼品，包括高雅的 Carlsberg 酒杯等！同时也要把握连庄得奖的机会，别错失 ‘即拍即赢’ 以赢取一樽限量版 3 公升 Carlsberg 酒瓶。凡在参与促销的霸市、电商促销平台，如 Potboy、Shopee、淘宝、Sohda、Winetalk 及 Boozea 网店购买产品即有资格参加！

凡在摩登酒廊、酒吧及餐厅欢聚小酌，购买 Carlsberg 或 Carlsberg 顺啤即可获得限量版 Carlsberg 扑克牌。然后为收据拍照发送到 WhatsApp 即可参加每周竞赛，奖励双收。

至于参与促销的便利商店，今年最引人瞩目的是一台充满时尚设计感的 Carlsberg 智能迷你吧。这台炫目 Carlsberg 迷你吧集多个功能于一体，拥有内置冰箱、蓝牙扬声器及 USB 充电器，并可以冷藏多达 150 罐啤酒，让你不愁没有地方储放啤酒或没有冰爽啤酒招待聚餐的家人朋友！

想拥有这台智能迷你吧，方法很简单，只要在参与的霸市购买 2 箱 Carlsberg 及/或 Carlsberg 顺啤以及 1 箱 1664 Blanc、Somersby 或 Asahi；或者在参与的便利商店购买 RM20 以上的马来西亚 Carlsberg 产品，即获得资格参加每周抽奖，以赢取一台 Carlsberg 智能迷你吧或一台 1664 Blanc 品牌迷你冷藏箱。

让我们一起举杯畅饮马来西亚 Carlsberg 堪称最佳佳酿，同时赢取限量版 3 公升 Carlsberg 酒瓶、Carlsberg 智能迷你吧等奖品，过一个丰收的新年。欲了解更多关于新年促销及活动，敬请浏览 [www.probablythebest.com.my](http://www.probablythebest.com.my) 或跟随我们的脸书专页 [www.facebook.com/CarlsbergMY](http://www.facebook.com/CarlsbergMY)。

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