

FOR IMMEDIATE RELEASE

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Page 1 of 4

Brewer's **#CELEBRATERESPONSIBLY** Goes Bar Hopping in KL's 50 Trendiest Hotspots!

Enjoy happy hour with peace of mind this Global Beer Responsible Day as Carlsberg Malaysia's employee ambassadors ramps up action.

SHAH ALAM, 3 October 2023 – Celebrating Global Beer Responsible Day this year, Carlsberg Malaysia partnered with BuddyDriver by TREVO to offer discounted rides for consumers, making bar hopping safer at 50 bars and pubs in Kuala Lumpur. Thirty-three employees supported the campaign by volunteering to be a **#CELEBRATERESPONSIBLY** employee ambassador, spreading the importance of responsible consumption and advocating against drink-driving.

In line with the brewer's commitment to delivering on its ZERO Irresponsible Drinking programme, Carlsberg Malaysia has rolled out its **#CELEBRATERESPONSIBLY** campaign for the eighth consecutive year. The campaign aims to raise awareness amongst consumers on the permitted national blood alcohol content (BAC) limit of 0.05% and to provide convenient alternatives for consumers to get home after drinking, empowering them to make responsible choices while enjoying their favourite brew.

Over the course of four Fridays – on 22 September, 6 October, 13 October, and 20 October 2023, from 8.00pm to 11.00pm, at KL's drinking hotspots including Changkat, Cheras, Solaris, Mont Kiara, Publika, Plaza Arakadia, Sri Petaling, Hartamas, and Old Klang Road, consumers are encouraged to look out for the **#CELEBRATERESPONSIBLY** employee ambassadors along with their BuddyDriver partners. By using the promotional code CELEBRATERESPONSIBLY, first-time users can claim a one-hour free BuddyDriver ride, with up to RM53 off, or they can use the code CELEBRATERESPONSIBLY10 for a 10% discount on subsequent rides, capped at RM30.

Carlsberg Malaysia's Corporate Affairs & Sustainability Director Pearl Lai, said, "Consumers have the power to create change around drinking and driving by embracing responsible habits of opting for e-hailing or chauffeur-on-call services. Through our **#CELEBRATERESPONSIBLY** campaign, we provided consumers with an avenue to measure their BAC levels and share the knowledge on one's alcohol tolerance."

"This year, we ramped up our efforts to collaborate with 50 entertainment outlets aiming to reach out to some 800 consumers over four weeks of activations. Consumers will be able to make informed choices on their preferred ways to travel home if their BAC level exceeds 0.05% and to make conscious efforts to curb drink-driving. Our goal is to enable beer lovers to enjoy their favourite brews at their usual bars with peace of mind," Lai added.

"It is incredible to see so many co-workers volunteer as employee ambassadors to raise awareness around responsible drinking. We are also happy to see that more and more people are opting for a safer way to get home and to avoid drink-driving as this encourages us to get out there and reach out



to even more consumers. It has definitely been a meaningful mission for us and I take great pride in leading this volunteering programme,” mentioned Nicholas Tan, Corporate & Marketing Activation Senior Executive, Carlsberg Malaysia.

“We are extremely proud to join Carlsberg Malaysia in its **#CELEBRATERESPONSIBLY** campaign. With road incidents rising, and road safety being a concern, we are committed to offer a safe, reliable service that makes it affordable to pre-book a professional driver on the TREVO app for the short term. Promoting responsible drinking is also part of our objectives and we are happy to be in partnership with a brand that shares that same purpose,” commented Shylendra Nathan, Chief Executive Officer of SOCAR Mobility Malaysia, who oversees the overall operations of the group that includes SOCAR and TREVO.

Carlsberg Malaysia has reached 5,397 consumers through its various **#CELEBRATERESPONSIBLY** activations and brewery visits since the beginning of the year. With a mission to achieve ‘ZERO Irresponsible Drinking’, which also supports the UNSDG Goal #3 – Ensure healthy lives and promote well-being for all at all ages, the brewer increased its efforts and resources with the deployment of 41 employee ambassadors across five activations and three large-scale music festivals nationwide.

Always remember, **#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 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.

Carlsberg#理性饮酒在吉隆坡最潮的 50 个热门地点进行酒吧巡游!

在全球理性饮酒日，马来西亚 Carlsberg 集团的员工大使们积极提倡理性饮酒行动，让大家可尽情享受欢乐时光。

(莎亚南 2023 年 10 月 3 日) - 为庆祝今年的全球理性饮酒日，马来西亚 Carlsberg 集团在吉隆坡的 50 家酒吧为消费者们提供由 TREVO 旗下 BuddyDriver 的折扣代驾服务，让消费者们更安全地畅游酒吧。33 名员工自愿成为**#CELEBRATERESPONSIBLY** 员工大使，传播理性饮酒的信息，倡导反对酒后驾驶。

马来西亚 Carlsberg 集团已连续八年推出**#CELEBRATERESPONSIBLY** 活动，以履行其“零非理性饮酒”计划的承诺。该活动旨在提高消费者对国家允许的血液酒精含量上限 0.05% 的认知，并提供一个方便的解决方案，让消费者在享受自己喜欢的啤酒时做出理性的选择。

在 2023 年 9 月 22 日、10 月 6 日、10 月 13 日和 10 月 20 日的四个星期五，从晚上 8 点到 11 点，在吉隆坡的饮酒热点地区，包括 Changkat、Cheras、Solaris、Mont Kiara、Publika、Plaza Arakadia、Sri Petaling、Hartamas 和 Old Klang Road，消费者可寻找**#CELEBRATERESPONSIBLY** 员工大使和我们的伙伴 BuddyDriver。通过使用促销代码 CELEBRATERESPONSIBLY，首次使用 BuddyDriver 的用户可以获得一小时的免费乘车服务，最高可享受 RM53 的折扣，或者使用代码 CELEBRATERESPONSIBLY10，可在随后的代驾服务中获得 10% 的折扣，最高为 RM30。

马来西亚 Carlsberg 集团企业事务总监赖始竹表示：“消费者可选择通过电召车或代驾服务等负责任习惯来改变酒后驾驶的行为。通过我们的**#CELEBRATERESPONSIBLY** 倡议，我们为消费者提供了一个测量其血液酒精浓度水平的途径，让他们了解自己的酒精耐受性。”

她补充说：“今年，我们加大了与 50 家娱乐场所的合作力度，旨在通过四星期的活动接触约 800 名消费者。倘若血液酒精浓度超过 0.05%，消费者将能够明智地选择回家的方式，遏制酒后驾驶。我们非常自豪我们的同事通过**#CELEBRATERESPONSIBLY** 自愿成为社会变革的倡导者。我们的目标是让啤酒爱好者能够安心地在他们常去的酒吧享受他们最喜欢的啤酒。”

另外，马来西亚 Carlsberg 集团企业与营销活动高级执行官陈毅瀚说到：“看到如此多的同事，自愿成为员工大使，提高大众对理性饮酒的认知，真是令人振奋。我们也很高兴看到越来越多的人选择不酒后驾驶归家，这鼓励我们走出去，接触更多的消费者。这绝对是一项对我们来说具有深刻意义的使命，能够领导这个志愿者计划让我感到非常自豪。”

“我们非常荣幸能与马来西亚 Carlsberg 集团一起参与**#CELEBRATERESPONSIBLY** 倡议。随着道路交通事故的增加，道路安全成为人们关注的课题，我们承诺，将提供一种安全可靠的服务，让大众能够以可承受的价格在 TREVO 应用程序上预订短期的专业司机。提倡理性饮酒也是我们的目标之一，



我们很高兴能与具有相同目标的品牌合作。” 负责监督 SOCAR 和 TREVO 集团整体运营的马来西亚 SOCAR Mobility 公司首席执行官 Shylendra Nathan 评论道。

自今年年初以来，马来西亚 Carlsberg 集团通过各种**#CELEBRATERESPONSIBLY** 活动和啤酒厂参观活动，已经吸引了 5,397 名消费者。为了实现“零非理性饮酒”的目标，同时也支持联合国可持续发展目标#3—确保健康生活和促进各年龄段所有人的福祉，马来西亚 Carlsberg 集团加大了力度与增加了资源，部署了 41 名员工大使于全国范围内的五项活动和三个大型音乐节 FN 中。

时时刻刻记住，**#CELEBRATERESPONSIBLY** – “酒后不开车，平安到永久”！

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