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**PRESS  
RELEASE**

## **CARLSBERG MARKS GLOBAL BEER RESPONSIBLE DAY WITH CALL TO “NO DRINK DRIVING”**

Carlsberg Malaysia invites consumers to #CheersResponsibly

**KUALA LUMPUR, 23 September 2015** – Carlsberg Malaysia pledged its support towards the inaugural Global Beer Responsible Day on September 18, a global initiative that promotes the responsible enjoyment of beer. Through a 2-day activation themed #CheersResponsibly, the brewer engaged with beer consumers on the importance of responsible drinking and the dangers of drink driving.

Carlsberg Malaysia is one of the nine Carlsberg Group markets globally, and the only brewer in Malaysia that celebrates Global Beer Responsible Day with employees, consumers and customers. Together, Carlsberg Group globally enrolled more than 5,500 employees, involved over 100,000 retailers and reached some 1.5 million consumers to support this annual worldwide effort initiated by three of the world’s largest brewers – Carlsberg Group, Anheuser-Busch InBev, and HEINEKEN.

Held in conjunction with the Pavilion KL’s month-long ‘Journey of Taste’ gastronomic event, the #CheersResponsibly activation successfully attracted almost 1,000 consumers. Employee ambassadors of Carlsberg Malaysia spread the awareness on the national legal limit of 0.08 w/v (percent mass/volume) meaning a person is considered to be driving under the influence of alcohol if his/her blood alcohol concentration (BAC) is higher than 0.08%. In such circumstances, alternatives of getting home safely such as appointing a designated driver, calling a cab or taking public transport should be considered.

“At Carlsberg Malaysia, we respect the local beer drinking culture and adhere to every restriction on the sales and marketing of our products. We are committed to inculcate the importance of responsible consumption as beers should be enjoyed in moderation and have positive associations with celebration, friendship and enjoyment of life,” said Pearl Lai, Corporate Communications & CSR Director, Carlsberg Malaysia.

Activating the global initiative for the first time in Malaysia, the brewer invited its employees as #CheersResponsibly ambassadors to disseminate information on responsible drinking, explain the legal limit of 0.08% BAC, give out personal breathalyzers and Uber free-ride vouchers to consumers, who intent to have a fun night out over that weekend.

Global Beer Responsible Day is just one part of Carlsberg Group’s year-round commitment, both locally and globally, to promote responsible consumption of its products. In Malaysia, the brewer had conducted numerous responsible drinking activations in conjunction with Oktoberfest events, football viewing parties, music and cultural festivals and many other marketing events in Peninsula and East Malaysia.

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For more information, please follow: [www.facebook.com/CarlsbergMalaysia](http://www.facebook.com/CarlsbergMalaysia) and stay tuned for the next responsible drinking activation.

#### **About Global Beer Responsible Day**

Established in 2015, Global Beer Responsible Day is an annual industry-wide initiative, led by Anheuser-Busch InBev, Carlsberg and HEINEKEN, to highlight and reinforce the responsibility efforts conducted by brewers, wholesalers, retailers, government and enforcement officials, NGOs and other partners. On Global Beer Responsibility Day, the three brewers will showcase and launch a variety of programs aimed at reducing the harmful use of alcohol, including drink driving and underage drinking prevention, server and seller training efforts and consumer education programs, among others.

#### **About Carlsberg Malaysia**

Today, Carlsberg Malaysia manufactures beer, stout and other malt related beverages. Sales and distribution of beer, stout, cider and other beverages are carried out by its subsidiaries Carlsberg Marketing Sdn Bhd, Carlsberg Singapore Pte Ltd and associate company Lion Brewery (Ceylon) PLC in Sri Lanka.

Carlsberg remains the flagship brand and is committed to growing its place in the hearts and minds of Malaysian beer drinkers by staying in tune with the needs and demands of our strong consumer base. The Carlsberg Malaysia Group also has a wide portfolio of leading international brands that include Kronenbourg 1664 and Kronenbourg 1664 Blanc, Asahi Super Dry, Somersby Cider, Danish Royal Stout, Connor's Stout Porter, SKOL, Corona Extra, Jolly Shandy and other third-party imported brands like Budweiser, Stella Artois, Becks, Fosters, Hoegaarden, Erdinger, Franziskaner, Tetley's Ale and Grimbergen.

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