

FOR IMMEDIATE RELEASE

Press Statement 21/2019

27 May 2019

Page 1 of 4

All Red for The Reds with Carlsberg Red Barley

Brewer celebrates extension of iconic partnership with Liverpool FC with a special surprise to Malaysian fans

SHAH ALAM, 27 May 2019 – Teams wearing red win more – that was the view of legendary Liverpool FC manager Bill Shankly when he famously swapped his team’s white shorts and socks for red ones, a choice that still stands today and has become iconic in world football.

To celebrate Carlsberg’s record-breaking sponsorship of Liverpool FC to an extended 31 consecutive seasons – the longest partnership in Premier League history– Carlsberg Malaysia is giving away 9 bottles of the long-awaited Carlsberg Red Barley as a special treat for supporters of the Reds.

Carlsberg Red Barley is a visually stunning beer created as a homage to Shankly’s winning inspiration. Not only is the bottle, label and cap red, the beer itself is a crimson red!

In conjunction with the upcoming match on 2 June between Liverpool and Tottenham Hotspurs, Carlsberg Malaysia will be bringing these limited-edition bottles to five Probably The Best Viewing Parties across the Klang Valley where fans can stand a chance to bring one home simply by predicting and winning via a lucky draw at the end of the match.

Ted Akiskalos, Managing Director of Carlsberg Malaysia, said, “Ever since the global announcement of Carlsberg Red Barley, we have been overwhelmed by the requests and enthusiasm from fans who wanted to commemorate the longstanding partnership between Carlsberg and Liverpool FC with this unique brew. We heard you, Kopites, and have managed to get in an exclusive supply of this much coveted special-edition brew just in time for Probably The Best Viewing Parties for the upcoming match.”

“We’re incredibly proud to be part of the Liverpool FC family for decades with Probably The Best Partnership in the Premier League. As two iconic names, Carlsberg and the Club are as inseparable as the enjoyment of our quality brews alongside the beautiful game, and we hope fans enjoy Carlsberg Red Barley as much as we went all red for The Reds,” he added.

The five Probably The Best Viewing Parties will be held from the night of 1 June to the early hours of 2 June, which is when the match between Liverpool FC and Tottenham Hotspurs will be broadcasted live. These are at Thirsty Bar in 3 Two Square, Petaling Jaya; Score @ The Roof in

Bandar Utama, Petaling Jaya; Home & Away in Desa Sri Hartamas, Kuala Lumpur; The Highlander’s Kitchen & Bar in Kelana Jaya, Petaling Jaya; and Dukes & Duchess at Taman Tun Dr Ismail, Kuala Lumpur. Due to demand, fans are encouraged to reserve tables beforehand at the outlet of their choice to get the best seats to watch the nail-biting match over ice-cold Carlsberg.

Unlike other ‘red’ beers such as red ales or beers with fruit added, Carlsberg Red Barley is a limited-edition 4.5% ABV (alcohol by volume) pilsner that gets its distinctive colour from a barley variety that is specially curated and bred by the scientists at the Carlsberg Research Laboratory, giving it the clean, crisp and slightly hoppy taste expected from a traditional pilsner. Due to the barley’s commercial rarity, Carlsberg Red Barley was produced in very limited quantities for the global market.

Birgitte Skadhauge, Head of the Carlsberg Research Laboratory, said, “When we were set the challenge of brewing an all red beer for Liverpool FC fans, as part of our constant pursuit of better, we knew it wouldn’t be easy. The red colour of this pilsner comes from the outer-shell of the red barley variant - which has a relatively low climate-resistance and has therefore proved tricky to grow in the quantity we required for brewing. It’s taken over a year of experimentation, but we’re delighted to brew this special beer for Liverpool FC fans and we hope they enjoy it.”

For more details, visit the Carlsberg MY Facebook page at www.facebook.com/CarlsbergMY or www.probablythebest.com.my.

Probably The Best Viewing Party Venue	Address	Contact for Bookings
Thirsty Bar	E35-01, 3 Two Square, No. 2, Jalan 19/1, 46300 Petaling Jaya, Selangor.	016-2073583
Score @ The Roof	The Roof, First Avenue, Bandar Utama, 47800 Petaling Jaya, Selangor.	016-3408618
H&A The Original Hartamas	37, Jalan 23/70a, Desa Sri Hartamas, 50480 Kuala Lumpur.	016-3796453
Dukes & Duchess	52, Lorong Rahim Kajai 14, Taman Tun Dr Ismail, 60000 Kuala Lumpur.	019-2626324
The Highlander’s Kitchen & Bar	01-02, Block B, Plaza Kelana Jaya, Jalan SS7/13a, 47301 Petaling Jaya, Selangor.	012-6556481

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高举 Carlsberg Red Barley 力挺红军一路长红

配合与利物浦球会续约的喜庆，Carlsberg 特为马来西亚球迷酿造一份惊喜

莎阿南 27 日讯 – 在利物浦传奇主帅比尔香克利的心目中，穿红球衣的队伍总是气势如‘红’。也就是他把该队的白球裤和白球袜都改成红色，并一直沿袭至今，而且还成了当今足球界最具标志性的颜色。

Carlsberg 与利物浦球会再续赞助前缘，携手创下超级联赛最悠久合作关系，继续向第 31 个球季迈进。马来西亚 Carlsberg 集团也藉此喜讯，给红军支持者送上 9 瓶众望所待的 Carlsberg Red Barley (红色大麦啤酒)，作为特别大礼。

深受香克利领导启发而创酿的 Carlsberg Red Barley，色泽鲜红夺目；不仅瓶子、标签和瓶盖是红色，连酒体也呈赤红色！

为了迎接 6 月 2 日上演的利物浦对垒托登罕热刺那场大战，马来西亚 Carlsberg 集团就把这限量版啤酒，献给巴生谷 5 场堪称最佳看球派对，只要球迷能够测中这场大战胜出的队伍，在球赛结束后，通过幸运抽奖，即有机会可把其中一瓶带回家。

马来西亚 Carlsberg 集团董事经理泰德艾天赐说：“自 Carlsberg Red Barley 全球发布后，热情球迷的要求纷沓而至，要以这款别致佳酿庆贺 Carlsberg 与利物浦球会之间的源远流长合作关系。我们听到大家的心声，即时引进这款众望所待的限量版啤酒，届时将在堪称最佳看球派对登场。”

他补充说：“我们非常自豪能与利物浦球会携手走过数十载，彼此的合作关系堪称英超之最。Carlsberg 与利物浦球会，两个响当当的名字将佳酿与美妙比赛撮合一起。我们也希望球迷们尽为红军喝彩之同时，亦尽兴享受 Carlsberg 堪称最佳啤酒及赢取 Carlsberg Red Barley 的良机。”

五场堪称最佳看球派对将由 6 月 1 日延续至 6 月 2 日凌晨，观赏利物浦对垒托登罕热刺大赛直播。派对地点分别为八打灵再也 3 Two Square 的 Thirsty Bar; 万达镇的 Score @ The Roof; 吉隆坡帝沙金地的 Home & Away; 八打灵再也 The Highlander's Kitchen & Bar; 及敦依斯迈医生花园的 Dukes & Duchess。由于反应热烈，球迷应预订席位，以抢占最佳观赏位置，边畅饮冰爽 Carlsberg，边观赏扣人心弦比赛。

有别于其他‘红色’啤酒，如红艾尔或添加果味的啤酒，Carlsberg Red Barley 是限量版酒精含量 4.5% 的皮尔森啤酒，其酒体的红色是来自 Carlsberg 研究实验室科学特别培植的大麦，晶

莹，浓郁，略带传统皮尔森啤酒的啤酒花芳香。由于大麦的商业产量有限，因此 Carlsberg Red Barley 供应全球市场的产量非常有限。

Carlsberg 研究实验室负责人比吉特·斯凯弗（Birgitte Skadhauge）说：“当我们接受为利物浦球迷酿造全红啤酒的挑战时，我们知道这并不容易。这种啤酒的红色来自于红大麦的外壳——这种红大麦对气候的抵抗力相对较低，因此产量有限。经过一年多的实验，很高兴我们的团队终于攻克它，酿造了这款别致的啤酒，希望利物浦的球迷会喜欢。”

关于更多详情，请浏览 Carlsberg MY 脸书专页 www.facebook.com/CarlsbergMY 或 www.probablythebest.com.my.

堪称最佳看球派对场所	地址	预订席位请联络
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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 Thailand, Taiwan, Hong Kong and Laos.

Our international portfolio of brands features Probably The Best Beer In The World – Carlsberg, Probably The Smoothest Beer In The World – Carlsberg Smooth Draught and Probably The Best Strong Beer – Carlsberg Special Brew. This Carlsberg trio is complemented by international premium brews including France's premium wheat beer 1664 Blanc, Japan's No.1 premium beer Asahi Super Dry, European cider Somersby, British-inspired Connor's Stout Porter draught, US award-winning craft beer Brooklyn Brewery as well as Corona Extra, the imported premium Mexican beer brand. Our local brands include SKOL, Royal Stout, Jolly Shandy and Nutrimalt.