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Make Every Moment *#BestWithCarlsberg*, the Perfect Complement to Any Occasion!

SHAH ALAM, 5 May 2023 – Carlsberg has a long and storied legacy of bringing people together for memorable drinking occasions. Whether for a casual get-together with friends, a big football viewing party, or a celebration of a special occasion, Carlsberg Beer is always pursuing perfection to deliver a quality and sophisticated drinking experience, making it the best, probably.

True to the brand's constant efforts for improvement and refinement in progressive pursuit of better, Carlsberg launches the '*#BestWithCarlsberg*' campaign to solidify its commitment to going beyond, by not only offering a high-quality brew to bring people together, but also to enhance the drinking experience for all occasions. With *#BestWithCarlsberg*, the brand aims to give the best drinking moments to all consumers, from its quality brew to its innovative packaging, anywhere and anytime.

Building upon its perfectly balanced brew for beer lovers, Carlsberg Danish Pilsner's constant pursuit of better is evident in its many innovations over the years. Its cleverly-designed "Fresh Cap" that removes oxygen from the headspace in bottles promises a fresher taste up to five-times longer in a bottled beer.

The other proud innovation is the Carlsberg Smooth Draught's easy-to-pull "POP Cap" that enables consumers to enjoy the smooth sensation of freshly tapped beer anytime. This brings convenience, saves hassle, and allows consumers to instantly enjoy the refreshing taste of smooth beer from a bottle at their preferred time and place.

The iconic Carlsberg Stem Glass, which bears a laser-etched, hop leaf-shaped nucleation stamp at the bottom of the glass creates numerous little pits and peaks to generate more bubbles, resulting in better foam and enhanced aroma retention of the brew, delivering a better beer-drinking experience.

"The Carlsberg brand has evolved with the times and is constantly pursuing perfection in innovating and making every drinking occasion extraordinary. Our beer is brewed with natural ingredients and meticulous attention to quality, ensuring that every sip of Carlsberg delivers our consistently great taste to consumers, making every moment '*#BestWithCarlsberg*'. We believe that every moment with our signature, perfectly balanced beer is made better when it becomes an opportunity to make a connection, to celebrate, or to live passionately," said Olga Pulyaeva, Marketing Director of Carlsberg Malaysia.

Staying committed to providing consumers the best beer experience, Carlsberg is bringing its 'Best with Carlsberg' promise to life by rewarding fans with an all-expense paid luxury getaway worth RM50,000 with seven of their best mates. One only has to purchase RM50 worth of Carlsberg Danish Pilsner or Carlsberg Smooth Draught at their favourite bars or enjoy three big bottles of Carlsberg Danish Pilsner



or Carlsberg Smooth Draught at their most frequented food court or coffee shop to stand a chance of winning this money-can't-buy experience.

Those who prefer to buy their brews on e-commerce sites, or off the shelves from super-hypermarkets and convenience stores, can also submit their entries when they purchase a 6-can pack of Carlsberg Danish Pilsner or Carlsberg Smooth Draught.

To find out more about how to be in the running for the '#BestWithCarlsberg' all-expense getaway contest, you can log on to www.bestwithcarlsberg.my. Don't forget to also 'Like' and 'Follow' @CarlsbergMY on Facebook and Instagram for the latest updates on activities and giveaways.

At Carlsberg Malaysia, we advocate responsible consumption, always remember if you drink, don't drive – **#CELEBRATERESPONSIBLY**.

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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.

美好时刻的最佳良伴 让每个时刻 #BestWithCarlsberg!

(**莎亚南 2023 年 5 月 5 日讯**) Carlsberg 一向来让大家欢聚共享难忘饮酒时刻，在这一方面可说是有着悠久经验。无论是与朋友的随性小聚，大型足球观看派对，或特别日子的庆祝，Carlsberg 啤酒不断追求完美，以带来优质和精致的饮酒体验，使其成为最好的时刻。

秉持品牌不断努力改进和完善，追求更好的精神，Carlsberg 推出“#BestWithCarlsberg”活动，体现不断超越的承诺，除了带来优质啤酒凝聚大家，同时也提升所有场合的饮酒体验。通过 #BestWithCarlsberg，该品牌旨在为所有消费者带来最佳饮酒时刻，从优质啤酒到创新包装，随时随地实现。

这款完美平衡啤酒深受饮者们喜爱，在这基础上，Carlsberg Danish Pilsner 不断追求更好，这股精神也体现在多年来的众多创新中。其中，设计巧妙的“保鲜盖”能够去除酒瓶顶部空间的多余氧气，让瓶装啤酒清新口感高达五倍更持久。

另一个敬佩的创新是 Carlsberg 顺啤 (Carlsberg Smooth Draught) 轻松易拉的“POP 瓶盖”，让消费者随时享用生啤般的顺滑口感。除了方便也省去麻烦，还能让消费者能够在自己喜爱的时间和地点，立即享用瓶装啤酒所带来的顺滑清爽口感。

标志性的 Carlsberg 精致酒杯 (Carlsberg Stem Glass) 底部，有个激光刻印的啤酒花型图章，可让杯中啤酒的气泡更持久，以及产生更多的泡沫，并增强啤酒香气的保留，从而带来更好的饮酒体验。

马来西亚 Carlsberg 集团市场总监奥加尔 (Olga Pulyaeva) 表示，“Carlsberg 品牌与时俱进，不断追求完美，通过创新让每一个饮酒时刻更加非凡。为了酿造美好啤酒，我们采用天然原料，并极度重视品质，以确保每一口 Carlsberg 为消费者带来始终如一的滋味，让每个时刻‘#BestWithCarlsberg’。我们相信，每个时刻有我们的招牌完美平衡啤酒而更美好，也带来机会让大家互相交流，一同欢庆，活出精彩。”

Carlsberg 始终致力于为消费者带来最佳啤酒体验，兑现“#BestWithCarlsberg”承诺，奖励消费者总值 5 万令吉的全程免费豪华之旅，与 7 位好友共享。消费者只需在他们喜爱的酒吧购买价值 50 令吉的 Carlsberg Danish Pilsner 或 Carlsberg 顺啤，或在常去的美食中心或咖啡店购买 3 大瓶 Carlsberg Danish Pilsner 或 Carlsberg 顺啤，以享有机会赢取这个金钱买不到的体验。

喜欢在电商平台或超市霸市和便利店购买 Carlsberg 的人们，也可以购买 6 罐装的 Carlsberg Danish Pilsner 或 Carlsberg 顺啤参加这项竞赛。

欲知更多关于“#BestWithCarlsberg”全程免费之旅竞赛的详情，欢迎浏览 www.bestwithcarlsberg.my。记得在脸书和 Instagram 上按‘赞’和‘关注’@CarlsbergMY 以获知最新活动和好康。

马来西亚 Carlsberg 提倡#理性饮酒——时时刻刻记住“酒后不开车，平安到永久”！

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更多资讯，请扫描：



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