

Connor's Stout Porter brings 'Perfect Pour Battle' to your screens this Friday, 4th Dec at 9pm!

Tune in to Connor's Facebook on 4th December at 9pm for a whole new Connor's Challenge experience. Stand a chance to WIN stylish Connor's bomber jackets and free Connor's pints!

Shah Alam, 30 November 2020 – Inspired by the original British Stout Porter recipe, Connor's Stout Porter will be launching its 'Perfect Pour Battle' virtually this year! Aimed at educating and elevating the brand promise of a stout Just Made Right, the Connor's Challenge campaign aims to showcase the art of pouring a perfect pint of Connor's. From now till 31st December, consumers can enjoy the Connor's nationwide Happy Hour promotion at participating bars and restaurants nationwide to savour a freshly tapped Connor's!

Stout lovers nationwide are invited to watch six awesome Malaysian personalities Tata, Vikar, Jazel Lim, Jeii Pong, Joshua Se and Caven Tang as they take on the Connor's Perfect Pour Battle! Save the date, and to tune in on 4th December 2020 at 9pm on [Connor's](https://www.facebook.com/Connors) Facebook at bit.ly/ConnorsPerfectPourBattle! **Viewers* can win the exclusive Connor's Bomber jacket, and of course, FREE Connor's redeemable at participating outlets!** *Only for non-Muslims aged 21 years old and above, T&C apply.

"The Connor's Perfect Pour Battle was crafted with stout lovers in mind to bring a fun and engaging brand experience virtually while staying connected digitally now more than ever. To make #StayHome moments better for our fans nationwide, this virtual event promises an interesting form of edutainment as you learn the art of brewing and pouring a draught stout.", said Caroline Moreau, Marketing Director of Carlsberg Malaysia.

This year marks the fifth anniversary of Connor's Stout Porter in Malaysia, a brew inspired by the original British Stout Porter recipe from the 1700s. Connor's is brewed using premium quality ingredients such as lager malt, caramel malt, brown malt and roasted barley. Savour a premium draught stout that boasts a creamy head and gentle roasty undertones with a unique balance of bitterness and robustness at participating outlets on tap near you.

For upcoming campaigns, 'Like' and 'Follow' Connor's on Facebook www.facebook.com/ConnorsMY and Instagram www.instagram.com/connorsmalaysia! Enjoy the Connor's Happy Hour nationwide promotion at your nearest participating bar or restaurant ([http://bit.ly/ConnorsHappyHour](https://bit.ly/ConnorsHappyHour)), available only in draught.

For further enquiries, please contact:

May Ng
Assistant Manager, Corporate Affairs
Jaslyn Ng
Brand Manager, Connor's

DL: 03 – 5522 6404
HP: 016 – 9133235
DL: 03 – 5522 6688
HP: 010 – 2292728

may.uk.ng@carlsberg.asia

Jaslyn.JL.Ng@carlsberg.asia

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

供即时发布

Connor's Stout Porter 线上观看 ‘完美斟酒大挑战’!

敬请留守 12 月 4 日晚上 9 时 Connor's 脸书, 感受全新的 Connor's 挑战氛围, 即有机会赢取独家 Connor's 飞行夹克和免费 Connor's!

莎阿南 30 日讯 –沿用正宗英国波特黑啤酒秘方酿制而成的 Connor's Stout Porter, 今年将推出线上 ‘完美斟酒大挑战’! Connor's 挑战活动不仅是为了展示完美斟一杯 Connor's 的技艺, 它也旨在推动和增进人们对 ‘恰到好处’ 品牌承诺的认识。

Carlsberg 广邀全国的黑啤酒爱好者, 在线观看六名马来西亚名人 Tata, Vikar, Jazel Lim, Jeii Pong, Joshua Se 和 Caven Tang 进行 Connor's 完美斟酒大挑战! 约定你, 一定要留守 12 月 4 日晚上 9 时的 Connor's 脸书 [http://bit.ly/ConnorsPerfectPourBattle!](http://bit.ly/ConnorsPerfectPourBattle) 观众即有机会赢取独家 Connor's 周边商品, 包括一件时尚的 Connor's 飞行夹克, 还有, 可前往参与的销售处兑换免费的 Connor's! *只限 21 岁及以上的非穆斯林。必须符合条规。

马来西亚 Carlsberg 集团市场总监柯诺琳说: “Connor's 的完美斟酒大挑战, 是为黑啤酒爱好者量身订造的活动, 通过线上把大家联系在一起, 亦把欢乐和品牌体验带给大家。这项线上活动不但极富教育性娱乐, 将改变全国粉丝#留守家里 (#StayHome) 的刻板, 亦让他们从中了解酿酒之艺和完美斟一杯黑啤之技。”

已在马来西亚迎接第五周年 Connor's Stout Porter, 是沿用 1700 年代英国正宗波特黑啤酒秘方酿制而成, 所采用的优质原料有啤酒麦芽、焦糖麦芽、棕色麦芽及碳烤麦芽, 创造了这款精酿黑啤酒的香醇滋味和均衡口感, 不太浓烈也不太苦涩。这种好滋味, 在你邻近的销售处即可尝得到。

欲了解更多关于 Connor's 和即将来临的活动, 请点 ‘赞’ 和 ‘跟随’ 我们的脸书 www.facebook.com/ConnorsMY 及 Instagram www.instagram.com/connorsmalaysia!

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