

**PRESS
RELEASE**



CONNOR'S STOUT PORTER 'JUST MADE RIGHT'

Connor's delivers a perfectly balanced brew crafted to suit modern taste buds

KUALA LUMPUR, 30 March 2015 – Connor's Stout Porter, a premium draught by Carlsberg Malaysia, unmasked its brand new identity to pair with its perfectly refined brew crafted to suit today's discerning stout drinkers.

Created using the original British Stout Porter recipe from the 1700's, Connor's Stout Porter was carefully concocted by our skilful Master Brewer Kristian Dahl to deliver the same crisp texture, creamy head and gentle roasted undertones. Maintaining the essence of the original Stout Porter, the recipe provides a unique balance that is not too rich or too bitter, but just made right.

"Connor's Stout Porter pays homage to the original Stout Porter that was once the reward after an honest day's work for porters in Great Britain back in the 1700's. It was the simple joy sparked from a refreshing pint that these porters looked forward to after a long day at the docks, and it is this very essence that is embodied within our recipe as well as our new tagline, 'Just Made Right,'" comments Henrik Juel Andersen, Managing Director of Carlsberg Malaysia, at the launch of Connor's new brand identity and campaign.

"With Connor's Stout Porter, we want to promise consumers a genuine experience that showcases that you don't need anything else but great company and a great brew to have a good time. It's a brew that was made with our drinkers in mind – with balanced flavours just made right that make it a satisfying drink after a long day at work," he added.



Held at Nexus Bangsar South, the launch was packed with straight-up, unadulterated fun – doing away with drama and theatrics throughout the night. Upon arrival, guests were encouraged to loosen up their office attire, get comfortable and unwind with a pint of Connor’s Stout Porter.

As the curtain dropped for the reveal, the moment was celebrated with a burst of confetti, paving the way for the new logo now sporting a half-moon shaped Union Jack – a tribute to the distinct history of the original Stout Porter. The Connor’s Brand Ambassadors then took to the floor, serving pints emblazoned with the new logo.

The evening progressed as guests were invited to partake in a myriad of activities, including the Ultimate Beer Pong Challenge where guests stood a chance to win exclusive Connor’s Pint Glasses. Guests were also given a chance to tap their own pint of Connor’s at the mobile bars placed within the venue, allowing them to experience the art of pouring a pint just made right for themselves. Local talent Russell Curtis entertained the crowd with his upbeat, lively tunes before the ever-energetic trio, Paperplane Pursuit closed the night on a high note.

In conjunction with the “Monday Made Right” campaign, Connor’s Stout Porter will be carrying out a consumer programme nationwide from 13 April to 18 May 2015 where consumers get to enjoy “Buy 1, Free 1” promotion every Monday at all Connor’s Stout Porter outlets. On top of that, selected key market squares would offer free pints of Connor’s Stout Porter on Mondays to encourage consumers to start their week right.

For more information on Connor’s Stout Porter, please visit www.facebook.com/ConnorsMY

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About Connor’s Stout Porter

Introduced to the Carlsberg portfolio back in 2009, Connor’s Stout Porter is a recipe recreated by our Master Brewer, who was inspired by the original Stout Porter that was popular among the British in the 1700s. Available in draught with 5% ABV, Connor’s Stout Porter is a perfectly balanced brew with the right bitterness and robustness. Locally brewed to preserve its freshness, Connor’s Stout Porter delivers a crisp texture, creamy head and gentle roasted undertones – a brew just made right for the everyday drinker.

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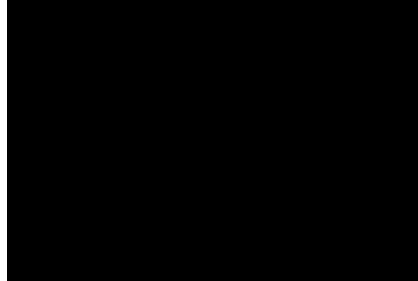
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CONNOR'S STOUT PORTER “完美均衡，恰到好处”

Connor's 推介特别为迎合现代口味而酿制的完美均衡佳酿

吉隆坡，2015年3月30日——马来西亚 Carlsberg 集团旗下优质生黑啤酒 Connor's Stout Porter 特别推介了全新的形象，以搭配其专为迎合时下黑啤饮家而酿制的完美佳酿。

Connor's Stout Porter 采用以源自 1700 年的正宗英国波特黑啤酒秘方酿制而成。经过技术纯熟的酿酒师傅 Kristian Dahl 的精心炮制之后，Connor's Stout Porter 备有如出一辙的畅爽口感、绵密泡沫以及淡淡香烤滋味。其独家酿制秘方保持了正宗波特黑啤酒的精华，为 Connor's Stout Porter 提供带出不太浓烈亦不太苦涩的独一无二均匀滋味，口感恰到好处。

马来西亚 Carlsberg 董事经理 Henrik Juel Andersen 在 Connor's 全新品牌形象和宣传活动推介礼上表示：“1700 年代，英国搬运工人在经过一整天的辛勤工作之后，总会以正宗波特黑啤酒 (Stout Porter) 犒赏自己，而 Connor's Stout Porter 就是以清新黑啤酒所带来的简单快乐为灵感而创酿的佳酿。这种快乐滋味正是我们的独特配方以及全新口号‘完美均衡，恰到好处’ (Just Made Right) 所想要体现的本质。”

他补充说：“我们也希望通过 Connor's Stout Porter 向消费者承诺独一无二的真实体验，让他们了解真正的美好时光就是与知己好友共享完美佳酿，别无其他。这是一种特别为饮家们酿制的佳酿，备有完美均衡且恰到好处的绝佳风味，是您一整天忙碌之后最称心满意的饮料。”

这项别开生面的推介礼在 Nexus Bangsar South 举行。当天，主办单位特别为来宾们准备了一系列简单有趣但有别于一般戏剧化及夸张的活动。宾客在抵达会场之后就受促松懈充满约束感的上班服，以放松休闲的心情，享受冰凉清爽及口感恰到好处的 Connor's Stout Porter。

现场来宾也在欢腾的欢呼声以及缤纷的五彩纸屑中，迎来了半月形英国国旗新标志，借此纪念正宗波特黑啤酒的独特历史。随后，Connor's 品牌代言人也向来宾们送上备有全新标志的优质黑啤酒。

接下来，宾客们也受邀参与一系列活动，让晚会的气氛不断高涨，包括有机会赢取独家 Connor's 啤酒杯的终极啤酒乒乓挑战赛。此外，来宾们也有机会到放置在现场的移动吧台为自己倾倒 Connor's 黑啤酒，体验完美无瑕的倒酒艺术。当晚，本地艺人 Russell Curtis 也受邀前来表演助兴，他的劲歌热曲让来宾们兴奋不已。最后，活力三人组 Paperplane Pursuit 也带来了精彩的歌舞唱表演，为晚会画下了圆满句点。

配合 Monday Made Right 活动，Connor's Stout Porter 将于 2015 年 4 月 13 日至 5 月 18 日在全国举办消费者促销活动，让消费者于每个星期一在所有供应 Connor's Stout Porter 的场所，享有“买 1 送 1”促销优惠。除此之外，在指定的星期一及主要地点将免费送出 Connor's Stout Porter，借此鼓励消费者以正确的心态迎接全新的一周。

欲知更多有关 Connor's Stout Porter 的资讯，请浏览 www.facebook.com/ConnorsMY

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Connor's Stout Porter 简介

于 2009 年加入 Carlsberg 的产品组合，如今 Connor's Stout Porter 是我们的酿酒师傅根据 1700 年代英国广受欢迎的正宗波特啤酒酿造秘方重新打造的 5% ABV 黑啤酒，备有完美均衡的滋味与浓烈合宜的独特口感。为了保持清新可口，本地酿造的 Connor's Stout Porter 备有如出一辙的畅爽口感、绵密泡沫以及淡淡香烤滋味——是一种适合每一位饮家的完美佳酿。

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