

FOR IMMEDIATE RELEASE

Press Statement 10/2018

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Page 1 of 4

“NOW YOU CAN ‘POP’ A DRAUGHT ANYWHERE!”

Carlsberg Smooth Draught now comes with a FUN, easy-to open, ring-pull “POP cap”

Kuala Lumpur, 10 April 2018: Carlsberg Smooth Draught - “*Probably The Smoothest Beer In The World*” - unveiled an easy-to-open bottle while eliciting a fun vibe with its one-of-a-kind innovation. Replacing the pry-off cap, the 580ml and 325ml bottles now come in an innovative ring-pull “POP Cap”, revolutionising the draught beer drinking experience further. Now, one can “POP” a draught beer anywhere, an experience that’s hassle-free without a bottle opener while having FUN!

Simply lifting the ring and pulling in a swift motion results in a “POP” sound from the bottle, consumers can enjoy the smoothness of a Carlsberg Smooth Draught anytime, anywhere.

The unveiling of the innovative “POP Cap” was held at Jenerator, KL Citywalk, attended by over 400 guests. Led by Managing Director Lars Lehmann, the Board of Directors and leadership team of Carlsberg Malaysia, the launch gambit celebration involved the popping of the new Carlsberg Smooth Draught bottles with the “POP cap” concurrently with the aim of reaching a collective “POP” sound of over 120 decibels to achieve a record “POP” sound.

Guests were immersed in a party vibe surrounded by the sound of popping caps, each trying to outdo the other with the loudest “POP” sound from the Carlsberg Smooth Draught pint and quart bottles. The simple motion of lifting the “POP cap” and hitting the “POP” sound to max awed guests and made their draught beer drinking experience smoother and more fun.

“Carlsberg Smooth Draught has been an enormous success since its launch with record sales growth and encouraging brand equity. Beer drinkers love the smooth sensation available in a bottle or can, allowing them to enjoy draught beer anytime, anywhere. Building on its increased popularity, we believed this innovative “POP cap” that made Carlsberg Smooth Draught easier and more fun to consume will revolutionise the draught beer drinking experience that – “*Now You Can POP A Draught Anywhere!*”, Lehmann said in his welcome note.

“The “POP cap” is probably the biggest innovation yet for the Carlsberg brand as Malaysia is the first amongst 140 Carlsberg markets globally to adopt this technology. This innovative “POP cap” is the solution to the hassle with traditional pry-off caps that require a bottle

opener; or twist-off crowns which may result in fingers getting cut. With the “POP cap”, you can now enjoy the smoothness of draught beer in a bottle with ease and fun at your comfort and convenience.” Lehmann added.

Guests were first greeted by an edutainment interactive wall displaying the evolution of draught beer and beer bottle caps; then tested on their skills to uncap a Carlsberg Smooth Draught using only tools except a bottle opener, followed subsequently by the unveiling of the “POP cap” bottle.

The other highlight of the event was the captivating performance by Lehmann who thrilled guests with his special flying drum performance, while elevated in mid-air, choreographed to a visual and acoustic synchronism of music and dance rhythm amplifying the “POP” innovation through sound and sight.

Leveraging on the “POP” sound as a mnemonic, the brand challenges beer drinkers to make the loudest “POP” sound when popping a Carlsberg Smooth Draught bottle for more fun or when competing with their drinking buddies. Consumers can download the Sound Meter app on their smart phones to measure the loudness of the “POP” sound in decibels.

The smoothness, combined with the “POP” sensation of Carlsberg Smooth Draught is probably the biggest innovation of the brand in its quest to revolutionise the draught beer drinking experience and ritual, delivering on its brand promise of, *“Now You Can POP A Draught Anywhere!”*

Find out more about Carlsberg Smooth Draught – *Probably The Smoothest Beer In The World* at www.facebook.com/CarlsbergMY or www.probablythebest.com.my.

About the Carlsberg brand

Probably the best beer in the world, Carlsberg is the flagship brand in Carlsberg Malaysia, a truly international beer brand available across 140 countries worldwide. The very first Carlsberg beers were brewed by Carlsberg’s founder J.C. Jacobsen in Copenhagen, Denmark in 1847 whilst the first locally brewed Carlsberg in Malaysia was in 1972.

Carlsberg, with strong association with football, has been a tournament sponsor of the UEFA EUROs since 1988, is the official partner of Liverpool FC for the last 25 years and has partnerships with five major national teams including England.

For further enquiries, please contact:

Koh Kian Mei

03 - 5522 6340

kianmei.koh@carlsberg.asia

Senior Brand Manager, Carlsberg brand

May Ng

03 - 5522 6404

may.yk.ng@carlsberg.asia

Senior Executive, Corporate Communications & CSR

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

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如今，你可随时随地 POP 开顺啤

Carlsberg 顺啤脱下旧帽换上易拉 POP 瓶盖

吉隆坡 2018 年 4 月 10 日讯 – 堪称全球最顺啤酒的 Carlsberg 顺啤凭借独一无二的创意，替其 580 毫升及 325 毫升瓶装摘下皇冠盖（撬开盖），换上了轻松易拉的拉环 POP 瓶盖，给这款创新型顺啤爱好者带来了饮酒欢乐新体验。从今以后，喜爱啤酒的人可以不必再依赖开瓶器，也能随时随地‘POP’开顺啤。

只需轻轻拉开拉环，再迅速往上一拉，瓶子便会发出清脆的‘POP’声，让喜爱啤酒者可以随时随地享受 Carlsberg 顺啤顺滑的美妙滋味。

当晚一共有超过 400 名来宾齐聚吉隆坡 Jenerator @ Citywalk，一起见证这个革新型瓶盖的推介。马来西亚 Carlsberg 集团董事部及管理层的成员在董事经理雷盟的带领下，齐出席‘POP’瓶盖推介礼共襄盛举，并与现场来宾一起创下了超过 120 分贝‘POP’声响的记录。

现场‘POP’声此起彼落，令在场来宾都沉浸在欢乐的‘POP’声之中。来宾们‘POP’开大小瓶 Carlsberg 顺啤，互相测量谁的‘POP’声最响亮。这简单的一个‘POP’开顺啤动作，竟拉开了无数的欢乐。

雷盟在致欢迎词时说：“自从 Carlsberg 顺啤推介以来，它已取得亮丽的成绩，创下辉煌的销售增长及品牌占有率。随着生啤装瓶和装罐，让啤酒爱好者可以随时随地享饮顺滑的顺啤。而且，它在市场的受欢迎程度与日俱增，加上创意型的‘POP’瓶盖，让消费者可以‘随时随地 POP 开顺啤’，它将革新了饮生啤的体验。”

他补充说：“马来西亚是 Carlsberg 全球 140 个市场当中，第一个市场采纳这项创新技术，因此，POP 瓶盖堪称 Carlsberg 品牌的最大创新。革新型的 POP 瓶盖亦一劳永逸解决了撬开传统瓶盖的烦恼。它只需手指轻轻一扳，然后快速一拉，就能随即饮胜。根本无需用上开瓶器，也不会因撬开瓶盖而令手指受损。‘POP’瓶盖的出现，令消费者可以轻松自得地享受顺啤的顺滑美妙滋味。”

当宾客步入会场时，迎面而来的是一面为大家提供生啤与瓶盖教育性资讯的互动墙。而现场也让宾客们测试自己不用开瓶器撬开瓶盖的能耐。随后便举行 POP 瓶盖推介仪式。

当晚的其中一场高潮节目是雷盟特备精彩飞鼓表演；人鼓漂浮在半空中，融入了现场的声色光影之中，与音乐和舞蹈一起律动，令在场嘉的宾叹为观止。

当啤酒爱好者与三五知己聚会时，可以借助标志性的‘POP’声，互相挑战‘POP’开 Carlsberg 顺啤，斗‘POP’声音量和寻乐子。消费者可以智能手机下载音量计 App，以测量谁的‘POP’声更大声。

Carlsberg 顺啤的酒体质感加上‘POP’声的音感，堪称品牌的最大创新，并为饮用生啤创造了新的体验，更凸显我们品牌的宗旨——“随时随地 POP 开顺啤！”

如想进一步认识堪称全球最顺啤酒 - Carlsberg 顺啤，请登录 www.facebook.com/CarlsbergMY 或 www.probablythebest.com.my。

关于 Carlsberg 品牌

堪称全球最佳啤酒，Carlsberg 不仅是大马 Carlsberg 集团的主打品牌，也是在全球 150 个国家销售的国际啤酒品牌。全世界第 1 桶 Carlsberg 啤酒由创办人 J.C. Jacobsen 于 1847 年在丹麦哥本哈根酿造，本地则是在 1972 年首次酿造 Carlsberg。

Carlsberg 与足球运动的关系密不可分，1988 年开始已经是欧洲冠军联赛的主要赞助商，并且在过去 25 年，它一直是利物浦球会的官方啤酒，亦是 5 支主要国家队的赞助，包括英国国家队

更多查询请联络：

Koh Kian Mei 辜健嫒	03 – 5522 6340	kianmei.koh@carlsberg.asia
市场营销 高级经理		
May Ng 黄奕勤	03 – 5522 6404	may.yk.ng@carlsberg.asia
企业传媒与社会责任高级行政		

1969 年成立并在大马交易所主要板上市，大马 Carlsberg 为 Carlsberg 集团区域投资的部分，旗下包括新加坡及斯里兰卡。我们的主打品牌 Carlsberg 是全世界最广为人知的啤酒品牌之一。Kronenbourg 1664 Blanc、Somersby、Asahi Super Dry、Connor’s Stout Porter 则是本地其他优质品牌。公司员工约 600 人，以负责任态度销售产品并维持业务永续发展。

更多详情，请浏览 www.carlsbergmalaysia.com.my。