

FOR IMMEDIATE RELEASE

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Carlsberg Golf Classic Swings into Its 32nd Year with Bigger Thrills, In Search of New Champions, and RM2.7 Million in Prizes

Malaysia's longest-running amateur golf series presents spectacular rewards, a refreshed sponsor lineup and fierce competition on world-class greens

SHAH ALAM, 13 June 2025 - Malaysia's most iconic amateur golf tournament is back and bigger than ever. Carlsberg Golf Classic (CGC) returns for its 32nd edition, bringing with it RM2.7 million in prizes, 32 qualifying rounds nationwide, and a grand finale on one of Asia's most elite courses — the West Course at Kuala Lumpur Golf & Country Club (KLGCC).

More than just a competition, CGC has become a rite of passage for Malaysia's golfing community. Through its ongoing commitment to the golfing scene, Carlsberg continues to grow the game from the grassroots up, hosting tournaments that are inclusive, sociable, and true to the enjoyment of the sport. Participants can always expect not just top-tier prizes, but also top-tier hospitality, camaraderie, and a tournament environment that is sure to last a lifetime. From avid golfers to casual fans, CGC is designed to deliver a holistic experience on and off the course – pairing the spirit of competition with **#BestWithCarlsberg** moments of celebration, over a well-earned ice-cold beer.

“For over three decades, the Carlsberg Golf Classic has stood as a symbol of our dedication to the golfing community. It goes beyond the game – it's about passion, friendships, and unforgettable moments shared on the green. This year, we're proud to raise the bar yet again with unmatched prizes and experiences. We believe great things happen when the love of golf meets the enjoyment of a perfectly brewed Carlsberg. That's what makes it truly **#BestWithCarlsberg**,” said Stefano Clini, Managing Director of Carlsberg Malaysia.

From June to October, over 3,600 golfers will tee off across 32 clubs nationwide — including 16 in Klang Valley, seven in the South, five in East Malaysia, and four in the North. Making a return to this year's line-up is A'Famosa Golf Resort in Malacca, adding to the diverse mix of championship courses and enriching the Southern leg of the series. The journey culminates on 7 November at KLGCC, where 32 National Finalists will play on a course prepped to professional standards just days after the LPGA's biggest stars.

This year, CGC also boasts its strongest sponsor lineup yet. New to the roster is Auto Bavaria (BMW), offering two BMW iX2 xDrive30 M Sport models (worth RM299,600 each) as Hole-in-One prizes at the National Final — setting the tone for high performance and power both on the course and in the prize pool.

Returning powerhouses adidas, TaylorMade, and Garmin are bringing their A-game to the fairway with prizes that blend innovation, performance, and style. Golfers can look forward to suiting up in the adidas Dress Like a PRO kit (worth RM5,000), delivering the sleek confidence of a tour pro. Swinging into the spotlight are TaylorMade's premium Qi Diamana Blue Irons Set (worth RM7,600) and the ultra-modern Sport Modern Cart Bag (worth RM1,490), crafted for golfers who want their gear to match their game. For the tech-savvy golfer, Garmin's Approach R50 Golf Simulator & Launch Monitor (worth RM23,999) offers real-time data and precision — bringing next-level performance straight to your fingertips.



Injecting fresh energy into the lineup are Vespa and Le Botanical. Vespa infuses the competition with unmistakable Italian flair, offering a Vespa Primavera (valued at RM19,900) as a Hole-in-One prize during the qualifying rounds and a stylish Vespa Sprint (valued at RM20,500) for the National Final. Both prizes come with 12 cartons of Carlsberg for anyone lucky and skilled enough to snag them. Meanwhile, Le Botanical, a natural sunscreen, provides golfers with everyday sun protection on and off the course.

From the first drive at Bukit Jawi Golf Resort in Penang to the final putt at the high-stakes National Final in Kuala Lumpur, CGC promises an exhilarating journey. Each round is set to deliver not just fierce competition, but also moments of kinship, celebration, and the unmistakable joy of the game — all made **#BestWithCarlsberg**.

Whether you're aiming for a low score or that once-in-a-lifetime Hole-in-One, CGC 2025 is your chance to make it count.

Visit the respective golf club houses to learn more about the competition, and follow **@CarlsbergMalaysia** on Facebook and Instagram for exclusive content.

Remember to always **#CELEBRATERESPONSIBLY**, if you drink, don't drive.

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For more information, please scan:



For further enquiries, please contact:

Contacts

Media Relations:

Team Carlsberg Malaysia:

Immy Ooi, Senior Manager, Corporate Affairs & Sustainability	+603-5522 6431	Immy.LI.Ooi@carlsberg.asia
Emily Joo, Executive, Corporate Affairs & Sustainability	+603-5522 6688	hoyee.joo@carlsberg.asia
Nicholas Tan, Senior Executive , Corporate & Marketing Activation	+603-5522 6688	nicholas.eh.tan@carlsberg.asia

Team Continuum PR:

Michelle Bridget	+60 12-697 7356	michelle.bridget@continuumpr.com
Goh I Ching	+60 14-218 1906	iching@continuumpr.com



About Carlsberg Malaysia Group

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, and regional presence via exports.

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 and Wheat. Our international premium brews including France's premium beers 1664 Brut, 1664 Blanc and 1664 Rosé, as well as iconic first beer of Japan, Sapporo Premium Beer, European cider Somersby, British-inspired Connor's Stout Porter and US award-winning craft beer Brooklyn Brewery as well as Tuborg Strong. Our local brands include SKOL, Royal Stout and Nutrimalt. Our products are for non-Muslim consumers aged 21 and above in Malaysia or aged 18 and above in Singapore. Please **#CELEBRATERESPONSIBLY** – if you drink, don't drive!

Our 640 performance-driven employees are guided by our Purpose of *Brewing for a Better Today and Tomorrow* and we are committed to delivering on our ESG programme of Together Towards ZERO and Beyond in our quest to achieve net zero carbon emissions throughout our value chain by 2040. Find out more at www.carlsbergmalaysia.com.my

第 32 届嘉士伯经典高尔夫球赛强势开杆 奖品总值达 270 万令吉 激烈角逐出全新冠军

全马历史最悠久的业余高尔夫球赛系列呈献惊艳奖赏、全新赞助阵容，以及世界级球场上的激烈较量

（莎亚南 2025 年 6 月 13 日讯）马来西亚最具标志性的业余高尔夫球赛系列强势回归，规模再创新高！第 32 届嘉士伯经典高尔夫球赛（Carlsberg Golf Classic）重磅登场，带来总值高达 270 万令吉的奖品、横跨全国的 32 场资格赛，并将在亚洲顶级球场之一——吉隆坡高尔夫乡村俱乐部（Kuala Lumpur Golf & Country Club, KLGCC）西球场迎来全国总决赛。

嘉士伯经典高尔夫球赛不仅是一项赛事，更是马来西亚高尔夫界的年度盛事和交流平台。嘉士伯始终秉持推动高尔夫运动发展的不懈承诺，从基层推动向上，持续为本地球友打造一个兼具包容性、社交性与运动精神的竞技舞台。参赛者不仅可以期待赢取丰厚奖品，还可迎来别致待遇、建立深厚友谊，并沉浸于一场毕生难忘的高球盛会之中。无论是热爱挥杆的资深爱好者，还是单纯喜爱运动氛围的球迷，嘉士伯经典高尔夫球赛都将带来场上场下的全方位体验，将体育精神与 **#BestWithCarlsberg** 美好时刻集于一体，再搭配上冰爽的嘉士伯，成就人人值得举杯的精彩一刻。

马来西亚 Carlsberg 集团董事经理葛利尼（Stefano Clini）表示，“过去 30 多年以来，嘉士伯经典高尔夫球赛象征着我们对于高尔夫界的奉献，其重点不仅在于比赛本身，更关乎热情和友谊，以及球场上所共享的难忘时刻。今年，我们很荣幸再度升高规格，带来前所未有的奖品和体验。我们始终相信，当对高尔夫的热爱遇上嘉士伯的完美享用时，美好时刻就会自然发生，这也体现出了 **#BestWithCarlsberg** 真实精髓。”

从 6 月至 10 月，逾 3600 名高尔夫球手将于全国 32 家高尔夫俱乐部开杆，其中包括巴生谷 16 家、南马 7 家、东马 5 家、以及北马 4 家。值得一提的是，马六甲的爱法摩沙高尔夫度假村（A'Famosa Golf Resort）今年重返赛程，为南部赛段注入更多元化的锦标赛球场选择。赛事将于 11 月 7 日迎来全国总决赛，地点设于亚洲顶尖球场之一的吉隆坡高尔夫及乡村俱乐部（KLGCC）西球场。就在决赛前数日，该球场也刚迎来 LPGA 国际球星的激战。届时，32 位晋级球手将在专业级别球道上一决高下，争夺荣耀。

今年的嘉士伯经典高尔夫球赛赞助阵容更胜以往，众多国际知名品牌汇聚一堂，为赛事注入更强动力与吸引力。首次加入的 Auto Bavaria（BMW）重磅献上两辆 BMW iX2 xDrive30 M Sport（每辆市值约 RM299,600）作为全国总决赛的一杆进洞奖，令赛场竞争更添张力，充分体现赛事的专业性与高规格。

同时，adidas、TaylorMade 及 Garmin 等高端品牌，再次为嘉士伯经典高尔夫球赛带来融合创新、性能与风格的精美奖品，为球手打造全方位专业体验。参赛者有机会赢得（价值 RM5,000）的 adidas Dress Like a Pro 职业球手套装，尽显自信风范；TaylorMade Qi Diamana Blue Irons 铁杆组（价值 RM7,600）及 Sport Modern 高尔夫球袋（价值 RM1,490），为球技精进者量身打造。对于追求高科技精准表现的球手，Garmin 推出的 Approach R50 高尔夫模拟器及发射监测器（价值 RM23,999）则能实时追踪球路与表现数据，让球技提升触手可及。

为赞助阵容注入新活力是再次携手加入的 Vespa 和 Le Botanical。Vespa 再度为赛事增添意式风采，为资格赛和全国总决赛分别提供一辆 Vespa Primavera（价值 RM19,900），以及一辆风格独特的 Vespa Sprint（价值 RM20,500）作为一杆进洞奖品。这两辆 Vespa 均附赠 12 箱嘉士伯啤酒，专属那些兼具实力与运气的球手。另一方面，主打天然防晒的 Le Botanical 也再度回归，为球手们在球场内外提供每日阳光防护，让他们专注挥杆，自在享受比赛。

从檳城武吉爪夷高尔夫度假村（Bukit Jawi Golf Resort）的第一杆起，到吉隆坡全国总决赛的最后一推，嘉士伯经典高尔夫球赛承诺带来一段精彩旅程。每一轮赛事不仅有激烈角逐，更充满情谊交流、喜悦庆祝和高尔夫纯粹乐趣——一切皆因 **#BestWithCarlsberg** 更加出彩。

无论您追求的是刷新最低杆数，还是那一生难得的一杆进洞，第 32 届嘉士伯经典高尔夫球赛都是您实现目标、留下辉煌一击的绝佳机会。

欲了解比赛详情，请浏览有关高尔夫俱乐部的各别平台。或打开脸书和 Instagram 关注 **@CarlsbergMalaysia**，以获取独家内容。

理性饮酒，你我有责——酒后不开车，开车不喝酒！**#CELEBRATERESPONSIBLY**

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若有任何疑问，请联络以下人员：

联络方式

媒体公关：

马来西亚 Carlsberg 集团：

黄丽荫（Immy Ooi）
企业事务及可持续发展高级经理
朱可仪（Emily Joo）
企业事务及可持续发展执行员
陈毅瀚（Nicholas Tan）
企业与市场活动策划高级执行员

+603-5522 6431

+603-5522 6688

+603-5522 6688

Immy.LI.Ooi@carlsberg.asia

hoyee.joo@carlsberg.asia

nicholas.eh.tan@carlsberg.asia

Continuum PR 公关公司：



Michelle Bridget
Goh I Ching

+60 12-697 7356
+60 14-218 1906

michelle.bridget@continuumpr.com
iching@continuumpr.com

关于马来西亚 Carlsberg 集团

马来西亚 Carlsberg 集团 (Carlsberg Brewery Malaysia Berhad) 于 1969 年 12 月成立，是一家灵活酒商，业务遍布马来西亚和新加坡，并在斯里兰卡一家酒厂持有股份，也通过出口市场扩大区域范围。

本集团旗下国际品牌组合包括堪称全球最佳啤酒——Carlsberg Danish Pilsner、Carlsberg Smooth Draught、Carlsberg Special Brew 及 Carlsberg Alcohol Free Pilsner and Wheat，还有国际优质啤酒：法国优质啤酒 1664 BRUT、1664 Blanc 及 1664 Rosé、日本标志性首个啤酒 Sapporo Premium Beer、欧洲苹果酒 Somersby、英伦式 Connor's Stout Porter、美国屡获殊荣精酿啤酒 Brooklyn Brewery，以及 Tuborg Strong。本地品牌包括 SKOL、Royal Stout、Nutrimalt。本集团旗下产品仅供马来西亚年龄 21 岁以上、新加坡年龄 18 岁以上的非穆斯林消费者饮用。理性饮酒，你我有责，时时刻刻牢记记住“酒后不开车，开车不喝酒”！**#CELEBRATERESPONSIBLY**

我们共有 640 名员工，皆以绩效为驱动力，并秉承“酿造更美好的今天和明天”（Brewing for a Better Today and Tomorrow）宗旨，我们致力于实施“共同迈向并超越零目标”（Together towards ZERO and Beyond）ESG 计划，以实现到 2040 年全价值链净零碳排放目标。敬请浏览 www.carlsbergmalaysia.com.my 了解更多。