

FOR IMMEDIATE RELEASE

Press Statement 22/2020

23 July 2020

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Carlsberg Paints the Town Red for Premier League Champions

Limited-edition run of Carlsberg Danish Pilsner and Carlsberg Smooth Draught sees cans and bottles now dressed in Liverpool FC's iconic red

SHAH ALAM, 23 July 2020 – A historic moment, a long-awaited achievement – words can hardly describe the euphoria that fans throughout the world felt when Liverpool FC finally lifted the Premier League trophy for the first time since the Premier League was formed in 1992, after a nail-biting match against Chelsea FC early this morning which saw The Reds beating Chelsea 5-3 for the final match of the season in their hallowed grounds of Anfield.

This coincided with another long-anticipated moment for local fans of football and Probably the Best Beer in the World. As an extraordinary tribute to the new champions of England, Carlsberg Malaysia is celebrating Liverpool FC's Premier League trophy lifting by launching a limited-edition 'Champions' packaging across all its Carlsberg Danish Pilsner cans and bottles, switching its iconic green colour to Liverpool FC's equally iconic red!

The once-in-a-lifetime Champions packaging features Liverpool FC's crest, name, and 13 personal signatures of manager Jurgen Klopp, captain Jordan Henderson, vice-captain James Milner, and players Alex Oxlade Chamberlain, Roberto Firmino, Dejan Lovren, Fabinho, Virgil Van Dijk, Alisson, Andy Robertson, Joel Matip, Adam Lallana, and Gini Wijnaldum.

Malaysia is one of more than 20 Carlsberg markets celebrating Liverpool FC's new champion status with the limited-edition look. Exclusively for Malaysia, Carlsberg Smooth Draught – *Probably the Smoothest Beer in the World* – will also be dressed in the Champions packaging with a mirrored red, white and silver look, complementing the all-red Carlsberg Danish Pilsner Champions packaging as a collectible set.

Stefano Clini, Managing Director of Carlsberg Malaysia, said, "Since Carlsberg's global announcement of the Champions packaging, we've been inundated with inquiries and requests about its availability in Malaysia. We're glad to announce that the long-wait is finally over – both for the trophy and our special-edition Carlsberg beers – and that we're going all out and painting the town red with a limited run of red Carlsberg cans and bottles created especially to celebrate Liverpool's iconic Premier League win."

Clini added, "Our partnership with Liverpool stretches all the way back to 1992 and is the longest standing in league history. Just like our global heritage, the passion evident in Anfield echoes the loyalty of our fans and our supporters who have supported our winning drive and Probably



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the Best Beer in World that ‘Just Keeps Getting Better’. Nearly 30 years on, we raise a glass to the fans, our consumers, trade partners, supporters, and the newly crowned Premier League champions. You’ll never walk alone!”

As an added celebratory gesture, Carlsberg Malaysia is offering an additional 100 Red Champions Kits – a virtual Red Keg consumers can purchase for RM500 that comes with two limited-edition Liverpool FC Carlsberg glasses and 100 Carlsberg beers they can redeem and share at participating bars, restaurants and bistros nationwide together with friends and fellow supporters of The Reds. The previous run of 100, offered when Liverpool set an unassailable lead towards the championship, sold out within two weeks.

The limited-edition packaging for Carlsberg Danish Pilsner and Carlsberg Smooth Draught will be available in 320ml and 500ml cans, as well as both small and large bottles. Fans can expect the limited-edition cans and bottles to be on shelves and at their favourite outlets by August.

Carlsberg will be announcing more consumer promotions in August in conjunction with the Champions can and bottles including the chance to win exclusive Champions box sets and signed Liverpool FC jerseys!

For more details, visit the Carlsberg MY Facebook page at www.facebook.com/CarlsbergMY or www.probablythebest.com.my.

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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 Thailand, Taiwan, Hong Kong and Laos.

Our international portfolio of brands features Probably The Best Beer In The World – Carlsberg, Probably The Smoothest Beer In The World – Carlsberg Smooth Draught and Probably The Best Strong Beer – Carlsberg Special Brew. This Carlsberg trio is complemented by international premium brews including France’s premium wheat beer 1664 Blanc, Japan’s No.1 premium beer Asahi Super Dry, European cider Somersby, British-inspired Connor’s Stout Porter draught, US award-winning craft beer Brooklyn Brewery as well as Corona Extra, the imported premium Mexican beer brand. Our local brands include SKOL, Royal Stout, Jolly Shandy and Nutrimalt.

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Carlsberg 披红装与全马球迷共庆红军夺冠 限量版 Carlsberg Danish Pilsner 及 Carlsberg 顺啤 (Smooth Draught) 瓶与罐全披上利物浦球队红标志

莎阿南 23 日讯 – 英超联赛自 1992 年开跑以来，利物浦球队终首夺联赛冠军。这项历史性、久违的胜利，让全世界红军球迷兴奋不已，简直非笔墨能形容。红军今日凌晨亦再锦上添花，在安菲尔德主场举行的联赛终场一战中，该队经过一番龙争虎斗，以 5-3 战胜切尔西。

本国足球迷及堪称全球最佳啤酒亦迎来了另一场盛事。为了向英超联赛的新盟主致敬，马来西亚 Carlsberg 集团重磅推出限量版 Carlsberg Danish Pilsner (丹麦皮尔森) ‘冠军’系列罐和瓶，与球迷共庆利物浦夺冠。此次的罐身和瓶身包装设计都别出心裁采用了利物浦球队标志性的红色，有别于其经典绿！

这项独一无二的冠军包装印制了利物浦球队的队徽、名字及 13 位现役队员的签名，签名者有主帅克洛普 (Jurgen Klopp)、队长亨德森 (Jordan Henderson)、副队长米尔纳 (James Milner)、及球员 Alex Oxlade Chamberlain, Roberto Firmino, Dejan Lovren, Fabinho, Virgil Van Dijk, Alisson, Andy Robertson, Joel Matip, Adam Lallana, 和 Gini Wijnaldum.

马来西亚与全世界 20 多个 Carlsberg 市场一起推出限量版包装，庆贺利物浦球队登上冠军宝座的盛事。然而，唯独马来西亚推出堪称全球最顺啤酒 Carlsberg 顺啤 (Smooth Draught) 的冠军包装，它呈现了红、白、银的投射设计，完美衬托了 Carlsberg Danish Pilsner 的珍藏版全红冠军包装。

马来西亚 Carlsberg 集团董事经理葛利尼说：“自从 Carlsberg 向全球发布冠军包装的消息后，马来西亚何时推出的询问和要求也纷沓而来。我们并荣幸宣布，为大家带来限量版 Carlsberg” 冠军“罐和瓶，与全国球迷一起庆祝利物浦球队成功登上历史性英超冠军宝座。”

葛利尼补充说：“我们和利物浦自 1992 年便开始合作，这成就了英超联赛史上最悠久的合作伙伴。它也反映了双方的全球文化，安菲尔德场上的激情与我们忠诚粉丝和支持者热情相互辉映，形成了堪称全球最佳啤酒‘精益求精，追求更好’的原动力。走过了将近 30 年，我们要在此与粉丝、客户、商业伙伴、支持者以及英超联赛的新晋冠军举杯同庆。我们将与你同在！”

为了增添欢庆的气氛，马来西亚 Carlsberg 集团再增 100 套红军冠军配套 – 消费者可以 RM500 购买一个虚拟红酒桶，并获取两个限量版利物浦 Carlsberg 酒杯，同时购者亦可与三五知己或同是红军迷的朋友到全国参与的酒吧享饮 100 杯 Carlsberg 啤酒。之前正值利物浦在英超榜上雷励领先之时，所推出的首 100 套，在短短两个星期内便售罄。



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8 月开始，球迷们可在市面上迎接限量版包装设计的 Carlsberg Danish Pilsner 和 Carlsberg 顺啤（Smooth Draught）320 毫升及 500 毫升罐装，以及其大小瓶装。

接下来，配合冠军罐与瓶的推介，Carlsberg 集团将于 8 月陆续公布更多促销活动，其中包括消费者有机会赢取独家冠军配套以及利物浦球员签名的球衣！

欲了解更多详情，请登入 Carlsberg MY 脸书专页 www.facebook.com/CarlsbergMY 或 www.probablythebest.com.my .

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