

**PRESS
RELEASE**

Carlsberg Malaysia ‘rides’ into Oktoberfest with “Bier Bike”

SHAH ALAM, 24 September 2014 – As the largest annual Bavarian beer festival begins in Munich and around the world, over in our corner, Carlsberg Malaysia has once again brought Oktoberfest to local beer enthusiasts in a uniquely Carlsberg fashion. It will undoubtedly be a feast for the senses. *Prost!*

Time-honoured traditions will be celebrated at pubs and bars across the country in the true spirit of Oktoberfest, known as one of the most convivial beer festivals, with hearty *steins* of German brews Erdinger, Franziskaner and Lowenbrau complemented by the country’s most loved beer, Carlsberg.

Carlsberg Malaysia launched the authentically Bavarian Oktoberfest today, as more than 500 revellers gathered for a fun evening of beer, with male guests dressing up in *lederhosen* or breeches, charming *dirndl* clad beer promoters and Oom-pah music provided by an authentic band flown in from Germany.

Each year, Carlsberg fans look forward to the specially-designed stein, and this year’s creation is making its appearance in a larger size of 1 litre in capacity with embossed Oktoberfest icons in its design. The brand also revealed the country’s first ever “Oktoberfest Bier Bike” following the ceremonial “keg tapping” to signify the official start of Oktoberfest at Saujana RP.



“This year, Carlsberg Malaysia will be bringing Oktoberfest cheer to more consumers than ever. Our celebrations will be bigger in every way, with more big-scale parties in key market squares in Klang Valley, Penang and Johor, more interactive activities both on-ground and online, and more chances to make new friends or bond with old ones over our beers, food, music and fun,” said Carlsberg Malaysia Managing Director Henrik Juel Andersen at the launch.

Andersen was joined for the tapping of the first keg by Peter J Hourigan, General Manager and Vice President of Saujana Resort Kuala Lumpur; Kenneth Soh, General Manager of Luen Heng F&B Sdn Bhd and Kai Schlickum, Vice President of Sales and Marketing of Mercedes-Benz Malaysia. The media and public also got their turn on the ‘Oktoberfest Bier Bike’, but not before the key partners of Carlsberg Malaysia Oktoberfest campaign took the lead to ride Malaysia’s one-of-its-kind bike.

The ‘Oktoberfest Bier Bike’ was also recognised as the country’s “First 6 Peddlist Beverage Cart” by the Malaysia Book of Records. Its founder, YBhg Tan Sri Danny Ooi, presented Carlsberg Malaysia with the official award at the campaign launch. The locally made party vehicle will be rolling to various locations across Peninsular Malaysia for the duration of the brewer’s Oktoberfest campaign.

Beer lovers can anticipate lots of excitement at the Oktoberfest party this year. Consumers can bring home the limited edition 2014 Carlsberg Malaysia Oktoberfest steins, enjoy attractive beer promotions at affiliated restaurants and pubs, as well as stand a chance to win cash prizes from the “Million Ringgit Draw” promotions sponsored by Magnum 4D.

To be in the running for complimentary Carlsberg Malaysia Oktoberfest’s steins and beer bike express lane passes, all one needs to do is to tell the organiser why he/she and his/her friends want to be part of the Carlsberg Malaysia Oktoberfest party by using the hashtag #CarlsbergMalaysiaOktoberfest on the Carlsberg Malaysia Oktoberfest Facebook wall and provide names of the three friends who will be joining them at the party.

The highlight of the 2014 Carlsberg Malaysia Oktoberfest season will be the grand finale at One Utama shopping centre, taking place from 10-12 October. The three-day Oktoberfest finale has become probably the most anticipated Oktoberfest party in the party calendar of beer consumers, and expects to see more than 12,000 beer lovers this year. The first 50 consumers at the event to show organisers a selfie with any Carlsberg Malaysia product, tag the photo with #CarlsbergMalaysiaOktoberfest and upload it to Instagram and Twitter will receive this year’s limited edition Carlsberg Oktoberfest Stein to add to their collection.

Find out more about Carlsberg Malaysia’s 2014 Oktoberfest campaign, venues and promotions at www.facebook.com/CarlsbergMalaysiaOktoberfest

Carlsberg Malaysia Oktoberfest Campaign Locations (All parties start from 7pm onwards)

No.	Confirmed Dates	Proposed Outlets
1	24 th September Wednesday	RP Saujana Hotel, Subang
2	25 th September Thursday	Berjaya Time Squares Hotel, KL
3	26 th September Friday	Brussels, Setia Walk, Puchong
4	27 th September Saturday	I Beam, Batu Pahat, Johor
5	1 st October Wednesday	Deutsches Gasthaus, Kepong, KL
6	2 nd October Thursday	Hakka Restaurant, KL
7	3 th October Friday	Movida, Sunway Giza, PJ
8	4 th October Saturday	Euro Deli, Penang
9	8 th October Wednesday	Royal Selangor Golf Club (For Member & invited Guests)
10	10 th - 12 th of Oct Fri, Sat & Sunday	1 Utama, Old Wing Car Park, PJ

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This media release has been prepared by Carlsberg Brewery Malaysia Berhad and is for immediate release. For further enquiries, please contact:

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**PRESS
RELEASE**

Carlsberg 为德国啤酒节增添惊喜 推介全马首创 Oktoberfest 自行车

莎亚南 24 日讯 - 正当德国慕尼黑与世界各地人民开始庆祝巴伐利亚人节日——德国啤酒节的同时，马来西亚 Carlsberg 集团再次为本地啤酒爱好者带来欢庆德国啤酒节的特别方式。欢迎大家一起来参与这一场感官盛宴。干杯！

这项悠久的传统节日被视为充满欢乐的啤酒节，啤酒爱好者将可在全国各地的 Carlsberg 酒吧与酒廊欢庆这节日，体现啤酒节的狂欢精神。配合这节日，马来西亚 Carlsberg 集团为啤酒爱好者们带来多种德国啤酒 Erdinger、Franziskaner、Lowenbrau 和马来西亚最受欢迎啤酒——Carlsberg。

马来西亚 Carlsberg 集团于今日推介德国啤酒节，500 位啤酒狂欢者当中，男士穿着巴伐利亚式皮短裤 (lederhosen)，而女士穿着金属包层紧身围裙 (Dirndl) 共赴盛宴。自德国远道而来的 Oom-pah 乐队也为宾客呈现精彩表演。

每一年，Carlsberg 粉丝都期待着特别设计的 Oktoberfest 啤酒杯，而今年的创意之作的体积比往年来得更大。Carlsberg 也在 Saujana RP 为本国首座 Oktoberfest 自行车掀开序幕并以开启酒桶的仪式作为德国啤酒节的开幕。

马来西亚 Carlsberg 集团董事经理皇德生在推介仪式上表示：“今年马来西亚 Carlsberg 集团将为顾客带来前所未有的欢乐！我们将在巴生谷、槟城及柔佛地区的商场举办更大型的派对，在网络上及现场设计更多的互动游戏，让顾客在享受啤酒、音乐及美食的同时拥有更多结交新朋友的机会及更多与老朋友相聚的派对时刻。”

皇德生在吉隆坡 Saujana Resort 总经理兼副总裁 Peter J Hourigan、联兴食品有限公司总经理苏志伟、马来西亚马赛地市场营销副主席 Kai Schlickum 的陪同下开启第一个酒桶。媒体朋友与民众也可在贵宾体验 Oktoberfest 自行车后，轮流享受这特殊体验。

Oktoberfest 自行车被大马纪录大全列入为全国首创 6 人 Oktoberfest 自行车。大马纪录创办人丹斯里黄罕荣也在推介礼上把将这项殊荣颁发给马来西亚 Carlsberg 集团。这台本地制作的交通工具将在德国啤酒节活动期间抵达西马各地区的 Oktoberfest 活动之中。

今年的 Carlsberg 德国啤酒节派对绝对会令啤酒爱好者兴奋。顾客除了可以把 2014 年限量版德国啤酒节酒杯带回家外，还可以在各联营餐厅及酒吧享受引人入胜的啤酒优惠，而且有机会参加由万能所赞助的“百万令吉抽奖竞赛”，赢取现金奖！

想要赢取马来西亚 Carlsberg 集团德国啤酒节特别设计啤酒杯，你只需要在马来西亚 Carlsberg 集团德国啤酒节面子书专页的涂鸦墙上写出要参加啤酒节派对的原因，附上标签 #CarlsbergMalaysiaOktoberfest，同时提供即将陪同出席的三位朋友的名字。

2014 年马来西亚 Carlsberg 德国啤酒节的最后一场大型派对将于 10 月 10 日至 12 日，在万达广场盛大举行，届时将成为属于马来西亚人派对的焦点。主办单位预测次为期三天的排队将有超过 12,000 位顾客出席，首 50 位抵达活动现场并与任何 Carlsberg 产品自拍，然后把照片上载至 Instagram，并标签 #CarlsbergMalaysiaOktoberfest 的顾客，即可获得 Carlsberg 限量版啤酒杯珍藏。

欲知更多 2014 年马来西亚 Carlsberg 德国啤酒节活动详情、地点及优惠，请登录 www.facebook.com/CarlsbergMalaysiaOktoberfest。

马来西亚 Carlsberg 德国啤酒节活动地点（所有派对在晚间 7 时开始）

编号	日期	地点
1	9 月 24 日（星期三）	梳邦 RP Saujana 酒店
2	9 月 25 日（星期四）	吉隆坡成功时代广场
3	9 月 26 日（星期五）	蒲种 Setia Walk Brussels 酒馆
4	9 月 27 日（星期六）	峇株巴辖 I Beam 酒吧
5	10 月 1 日（星期三）	甲洞 Deutsches Gasthaus 酒吧
6	10 月 2 日（星期四）	吉隆坡客家饭店
7	10 月 3 日（星期五）	八打灵再也 Sunway Giza, Movida 酒吧
8	10 月 4 日（星期六）	檳城 Euro Deli 酒吧
9	10 月 8 日（星期三）	皇家雪兰莪高尔夫球俱乐部 (会员及受邀嘉宾)

10	10月10日至12日 (星期五至日)	八打灵再也万达广场 (旧翼停车场)
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