

Helping Penang Coffee Shop and Bar Operators Recover with Carlsberg Malaysia's 'Safer Together' Campaign

Carlsberg and Carlsberg Smooth Draught help F&B businesses to recover during RMCO with subsidy to operators and reward consumers with free beers

PENANG, 25 June 2020 – True to its purpose of Brewing for a Better Today & Tomorrow, Carlsberg Malaysia reached out to Penang consumers and communities through a holistic 'Safer Together' campaign calling Penangites to support hundreds of F&B businesses who are affected by the Covid-19 outbreak. The brewer pledged an investment of RM3.5mil on a nationwide Carlsberg Smooth Draught promotion exclusively at coffee shops and launched Carlsberg's Adopt A Keg campaign to build patronage at local bars.

Aimed at providing a smoother business resumption for coffee shops during recovery movement control order (RMCO) period, the RM3.5 million investments are to fund a Carlsberg Smooth Draught nationwide promotion where coffee shop operators will receive additional profits of RM0.50 for every 580ml bottle sold whilst consumers can enjoy RM1 off on every big bottle purchased at the participating outlets. In addition, Carlsberg Smooth Draught, in partnership with the Malaysia Singapore Coffee Shop Proprietors General Association (MSCSPGA), will also provide utilities subsidy for 1,000 small and medium-sized coffee shop operators nationwide.

In Penang, more than 250 coffee shop operators have been selected to receive a 3-month utilities subsidy payment whilst over 2,000 coffee shops will benefit from the Carlsberg Smooth Draught price-off promotion where they can receive higher profits from the sales of Carlsberg Smooth Draught from now until end July.

In support of Penang government's gradual recovery strategy on local economy and tourism, Carlsberg Malaysia also extended the campaign period of 'Adopt a Keg' – that rewards consumers who have purchased Carlsberg for home consumption with free draught beers redeemable at local F&B outlets in order to help local bars get back on their feet during RMCO.

The Adopt a Keg campaign allows beer lovers to fill their own virtual beer keg at adoptakeg.carlsberg.com.my by simply scanning the receipt and barcodes from their purchases of Carlsberg Danish Pilsner and Carlsberg Smooth Draught cans and bottles whether from convenience stores, online retailers, supermarkets or hypermarkets.

Once the virtual keg is full, consumers will be rewarded with two free beers simply by presenting the unique QR code at participating F&B outlets. In Penang, some 30 outlets have participated in this campaign where beer lovers can enjoy freshly tapped beers at their local bars.

Lim Eng Wah, Northern Regional Sales Manager of Carlsberg Malaysia, said, “The Covid-19 outbreak has caused many F&B operators struggling financially and we want to help them regain footfall during RMCO period. We are pleased to help approximately 300 coffee shop and 30 bar operators in Penang to get back on their feet with the Carlsberg Smooth Draught price-off promotion as well as ‘Adopt A Keg’ campaign. We call on Penangite beer lovers to help these businesses recover smoothly and come back stronger, simply by enjoying their favourite beer.”

Redemptions for Adopt a Keg are limited to the first 10,000 consumers, with a total of 20,000 free glasses of Carlsberg beer to be given away. Consumers can redeem their complimentary beer at participating outlets of their choice now until 31 August or while stocks last.

As an added bonus, consumers can adopt a full keg of beer with a special promotion of RM500 for 100 glasses of beer. The offer is limited to the first 1,000 consumers, who can redeem it at participating outlets or share beers from their virtual keg to other registered users. More info at adoptakeg.carlsberg.com.my

To support participating F&B outlets near you, check out the full list of eateries available for takeout or delivery here: www.bit.ly/CarlsbergxRestaurantBars.

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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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马来西亚 Carlsberg 集团发起“同心安全”计划，协助槟城茶餐室及酒吧业者复苏

Carlsberg 及 Carlsberg 顺啤在复苏行管令期间为餐饮业者提供补贴，并奖励消费者免费啤酒

槟城 25 日讯 – 马来西亚 Carlsberg 集团致力“酿造更美好的今天和明天”的宗旨，发起“同心安全”计划，向槟城消费者及社群伸出援手，呼吁槟城人大力支持当地数百家受疫情影响的餐饮业者。该酿酒商资援 350 万令吉，在全国茶餐室进行 Carlsberg 顺啤独家促销活动，同时也推出了 Carlsberg “专属酒桶”倡议，吸引消费者重返酒吧。

为了力助茶餐室业者在复苏行管令期间顺利复苏，马来西亚 Carlsberg 集团资援 350 万令吉，在全国展开 Carlsberg 顺啤促销活动，茶餐室业者每售出容量 580 毫升的 Carlsberg 顺啤，可获得额外 50 仙的收入；而在指定餐饮店购买大瓶装 Carlsberg 顺啤的消费者，可享有 1 令吉折扣。同时，Carlsberg 顺啤与马新咖啡茶业联合总会携手合作，为全国一千家中小型茶餐室业者提供水电费补贴。

在槟城，超过 250 家茶餐室业者可获得长达 3 个月的水电费补贴，而 Carlsberg 顺啤降价促销将惠及超过 2,000 家茶餐室，让业者从即日起至 7 月底，透过售卖 Carlsberg 顺啤，增加收入。

为了支持槟城州政府重振当地经济及旅游业而实施的阶段性恢复策略，马来西亚 Carlsberg 集团也延长了“专属酒桶”倡议时期，奖励有购买 Carlsberg 在家享饮的消费者，让他们到指定餐饮店换取免费生啤酒，帮助本地酒吧强势回归。

“专属酒桶”倡议让啤酒爱好者在线装填虚拟酒桶。凡在便利店、网购平台、超市或霸市购买 Carlsberg 或 Carlsberg 顺啤的消费者，只需登录 adoptakeg.carlsberg.com.my 扫描收据和罐装上的条形码，就可装填虚拟酒桶。

一旦虚拟酒桶装满后，消费者可到指定餐饮店，扫描特制二维码（QR 码），换取 2 杯免费生啤酒。在槟城，共有 30 家餐饮店参与此项倡议，让槟城爱喝酒的朋友在当地酒吧享用清爽生啤。

马来西亚 Carlsberg 集团北马区域销售经理林荣华表示，“新冠疫情导致许多餐饮业者面对财政困难，我们想在复苏行管令期间，帮助他们重新得到顾客光顾。因此，我们展开了 Carlsberg 顺啤降价促销，同时也推出了“专属酒桶”倡议，向槟城将近 300 家茶餐室及 30 家酒吧伸出援手。我们“jio”（呼吁）槟城爱“lim”（喝）酒的朋友，尽情享用 Carlsberg，帮助业者顺利复苏、强势回归。”

“专属酒桶”倡议将送出 2 万杯 Carlsberg 生啤，只限首一万位消费者。消费者可从即日起至 8 月 31 日，到有份餐饮店换领免费生啤，发完即止。

“专属酒桶”也有另一个好康，让消费者以特别价格享用一个酒桶，只需 500 令吉就能享饮 100 杯生啤酒。此优惠只限首一千位消费者，可到有份餐饮店领取，虚拟酒桶的啤酒可分享给其他已注册的用户。更多详情，请浏览 adoptakeg.carlsberg.com.my

欲支持您喜爱的餐饮店，请登入 www.bit.ly/CarlsbergxRestaurantBars 查看有参与此倡议的业者。

更多咨询，请联络：

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