

FOR IMMEDIATE RELEASE

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TGG Publika Celebrates Grand Opening with Probably The Best Oktoberfest

Probably The Best Brews and free rides for partygoers to #CelebrateResponsibly

KUALA LUMPUR, 25 October 2019 – The Good Guys (TGG) officiated the opening of its third outlet at the Publika Shopping Gallery by hosting Probably The Best Oktoberfest Celebration with two nights of merriment and fun-filled games, dances and entertainment by Carlsberg Malaysia, adding a local flavour to the Bavarian festival.

Held at The Square, Publika, consumers had lots of fun and laughter trying out games like mug-sliding, beer pong, hat switching and the stein-holding endurance challenge with some going home with lucky draw prizes. The lovely Carlsberg brand ambassadors in traditional *dirndl* dresses were seen busy serving refreshing Carlsberg brews in this year's collectible beer steins.

Director and Co-founder of TGG Donovan Chan enthused, "TGG Publika offers the widest range of draught beers and a wider variety of food selection that is cooked to order. Similar to our first two outlets in Damansara Uptown and Plaza Arkadia, we place great emphasis on five elements – good ambiance, good food offerings, a good beer range, good service delivery and good pricing that is proven to resonate well with our patrons especially the urban and hip working crowd."

Commenting on TGG's partnership with Carlsberg Malaysia, Chan added, "Choosing Carlsberg Malaysia as our partner to grow our F&B business was the wisest decision we made. TGG's concept of lifestyle dining and drinks is a perfect pairing with the brewer's *Probably The Best* portfolio of brands and teams that elevates our patrons' dining and drinking experience."

Throughout the month of October, Carlsberg Malaysia's portfolio of best-selling beers, stouts and ciders with Carlsberg – Probably The Best Beer in the World, Connor's – the draught stout porter 'Just Made Right', Asahi Super Dry – Japan's No. 1 Premium Beer, 1664 Blanc – the best-selling French wheat beer, and Somersby – the No. 1 Cider in Malaysia, are available on tap at only RM7++ per frozen mug from 12pm to 8pm daily. The promotions also apply to craft beer with a buy-two-get-one-free Brooklyn Summer Ale promotion.

Carlsberg Malaysia's #CelebrateResponsibly campaign was activated that weekend where the brewer's employee ambassadors were also present to advocate responsible alcohol consumption and no drink driving should one's blood alcohol content (BAC) exceed the legal limit of 0.08%.

Patrons at TGG Publika got their BAC levels tested and enjoyed a RM20 discounted rides via Grab and Riding Pink. Some were rewarded with their very own breathalyser when they signed up as a #CelebrateResponsibly ambassador at bitly.com/GBRD2019!



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For the full list of Probably The Best Oktoberfest participating outlets and parties , visit the CarlsbergMY on Facebook or check out www.probablythebest.com.my. To redeem the RM20 free rides on GRAB and Riding Pink, visit the Carlsberg Malaysia website at www.carlsbergmalaysia.com.my/GBRD2019 or on Facebook at CarlsbergMalaysia.

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For further enquiries, please contact:

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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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堪称最佳啤酒节派对就在 TGG Publika 盛大开幕礼上演

堪称最佳美酒及免费乘车优惠奖赏理性饮酒 #CelebrateResponsibly 派对参加者

吉隆坡 25 日讯 – The Good Guys (TGG) 设在 Publika Shopping Gallery 购物中心的第三家分店连办两晚堪称最佳啤酒节派对欢庆该店正式开幕，马来西亚 Carlsberg 在现场呈献的趣味游戏、舞蹈及娱乐，也为啤酒节添几分本地风味，亦让宾客们尽兴尽欢。

云集在 Publika 的 The Square 的消费者尽情的投入，乐呵呵地参与多种游戏，如滑杯、啤兵、换帽子及举杯耐力挑战，还有送出丰富的奖品。多名可爱的 Carlsberg 品牌大使身穿巴伐利亚民族服装在现场忙着使用珍藏版陶质酒杯盛装清爽 Carlsberg 佳酿招待宾客。

TGG 董事兼联合创始人陈成德说：“TGG Publika 供应广泛的鲜啤酒以及选择多元的美食。这里和我们的 Damansara Uptown 及 Plaza Arkadia 分店一样，特别强调五个元素，即美好的氛围、美味的食物、美妙的酒类、美好服务及美好价格，这一些都可以从顾客的反应得到印证，特别深受城市时尚上班族所欢迎。”

陈成德在评论 TGG 与马来西亚 Carlsberg 的伙伴关系时说道：“选择马来西亚 Carlsberg 作为我们饮食事业伙伴是我们最明智的决策。TGG 的休闲餐饮概念和堪称最佳啤酒组合是绝配，带给客户完美的餐饮享受。”

在这个十月份，马来西亚 Carlsberg 的系列畅销啤酒、黑啤及果酒，即堪称全球最佳啤酒 Carlsberg、完美均衡，恰到好处 Connor's、日本第一畅销啤酒 Asahi Super Dry、最畅销法国小麦啤酒 1664 Blanc、马来西亚最畅销苹果酒 Somersby，由每天中午 12 时至晚上 8 时，每一冰冻杯只售 RM7+。精酿啤酒也有特惠，Brooklyn Summer Ale 买二送一。

马来西亚 Carlsberg 的理性饮酒 #CelebrateResponsibly 运动也在本周末启动，其理性饮酒大使也在现场促进理性的啤酒消费，并提醒在场者一旦他们的血液酒精含量超过 0.08% 的法定限度就不要开车。

TGG Publika 的客户可以在现场测试他们的血液酒精含量，若选择乘坐 Grab 或 Riding Pink 即可获得 RM20 折扣。而通过 bitly.com/GBRD2019 报名成为理性饮酒 #CelebrateResponsibly 大使的人士，即可获得一架测酒器！

欲查阅堪称最佳啤酒节派对参与销售处及派对详情，请登录脸书专页 CarlsbergMy 或浏览 www.probablythebest.com.my。若要兑换 RM20 免费乘坐 Grab 或 Riding Pink 的优惠，请浏览马来西亚 Carlsberg 网站 www.carlsbergmalaysia.com.my/GBRD2019 或脸书 CarlsbergMalaysia。

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