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Carlsberg Ushers in the Year of the Rabbit with Auspicious Prosperity Burrow in KL's Top Hot Spot!

Celebrate reunions and gatherings at Carlsberg's Prosperity Burrow specially curated to bring the best CNY traditions to life.

KUALA LUMPUR, 5 January 2023 – Carlsberg's highly-anticipated annual Chinese New Year (CNY) celebration themed Brewing Prosperity Together or “合家团圆, 好运连连”, returns to usher in the Year of the Rabbit in style with the Carlsberg Prosperity Burrow after the introduction of its artist edition Carlsberg Danish Pilsner and Carlsberg Smooth Draught cans that bring the greetings of 'prosperity' and 'smoothness' for the year ahead, nationwide.

Taking great pride in being a part of gatherings and celebrations throughout the year, be it at home or elsewhere, Carlsberg believes that nothing makes a cold Carlsberg taste better than when shared in the spirit of togetherness, creating happy reunions between family and friends.

Similar to the beautiful artwork created by multi award-winning illustrator, Feifei Ruan, Carlsberg brings to life the vibrant CNY Prosperity Burrow spring wonderland that highlights the essence and traditions of the Chinese culture, and delivers all the best elements of CNY in the epicenter of both Kuala Lumpur and Penang. Running from 3 January to 17 January 2023 at Pavilion Bukit Bintang Kuala Lumpur's Level 3 Connection, visitors can look forward to bountiful treats that stretches from one end of the Connection to the other.

At the heart of the burrow, the celebration comes alive at the central festive area where visitors can enjoy the *Zodiac Forecast*, to find out what lies in store for each of the 12 zodiac signs in 2023, a *Paper Craft* station where visitors can snip, fold and create their craftiest CNY artwork, the *Prosperity Cam* to capture the perfect all round reunion photo with their loved ones and a *Drumming Prosperity Together* challenge where visitors can win special prizes. Guests will also be treated to the much loved Lion Dance performance to usher in prosperity and smoothness in 2023.

The stretch also features a beautiful garden installation holding a giant auspicious golden rabbit followed by CarlsBar – a cool Carlsberg pop-up bar, where consumers can try their hand at making their very own signature Carlsberg cocktails guided by a mixologist. The pathway is also adorned with artistic arches carrying the same thematic artwork leading consumers to where the main action takes place.

“As we all celebrate new beginnings in 2023, ‘Brewing Prosperity Together’ represents our hopes and best wishes for all our consumers, partners and friends across the region, so that together, we may have an auspicious 2023 filled with smoothness, prosperity and happiness. Building on that further, we hope to celebrate the bonds with family and friends through our Prosperity Burrow, an interactive space where ‘reunions’ & ‘prosperity’ come to life in a fun yet meaningful way and smoothness blooms with the opening of every Carlsberg beer,” said Stefano Clini, Managing Director of Carlsberg Malaysia.

A grand reunion dinner was also held for media and business partners at the Grand Imperial, Pavillion to honour CNY traditions. After touring the grounds of Connection and enjoying the CNY activities, guests were treated to Lou Sang, a visually enigmatic LED Lion Dance showcase, a traditional CNY



feast and best of all, a performance by DJ Kenji who donned the persona of the God of Prosperity taking over the decks and spinning the night into action.

With celebrations being at the heart of every Carlsberg moment, the CNY Prosperity Burrow aims to inspire an endless flow of smoothness, prosperity and happiness in the year to come as it unites modern and traditional customs of CNY, delivering unique premium experiences to customers from all generations.

For those seeking to have the same experience in the northern part of Malaysia, the Prosperity Burrow celebration will also be in Penang at the main concourse of Sunway Carnival Mall, happening from 5 January to 29 January 2023.

Special 'Brewing Prosperity Together' Promotions:

From now until 28 February 2023, shoppers who purchase any two cartons of Carlsberg Danish Pilsner or Carlsberg Smooth Draught plus a carton of any premium brands (Somersby Cider Assortment, 1664 Blanc, 1664 Rosé, Connor's Stout Porter or Asahi Super Dry), will be able to redeem an exclusive Neoflam Fika Stock Pot worth RM275. To get a two-piece Neoflam Smart Seal set worth RM60, consumers need to only purchase any six sets of 4-can packs or 24 cans of 1664 Blanc/1664 Rosé, Asahi Super Dry, Carlsberg Special Brew or Connor's Stout Porter. Over in Sabah and Sarawak, the purchase of any two cartons of Carlsberg Danish Pilsner or Carlsberg Smooth Draught, inclusive of a carton of premium brands, will reward consumers with a three-piece Neoflam Smart Seal set worth RM84.

Exclusive to 99 Speedmart in West Malaysia, shoppers can bag themselves a one-of-a-kind artist edition mug with the purchase of one carton of either Carlsberg Danish Pilsner or Carlsberg Smooth Draught, together with a 12-can pack of 1664 Blanc.

To celebrate 'Drumming Prosperity Together', consumers who spend a minimum of RM288 on selected Carlsberg products in participating super hypermarkets nationwide, will stand a chance to 'Drum and Win' themselves up to RM388 Touch 'n Go eWallet credit. Additionally, contestants can also walk away with a 4-can pack of either 1664 Blanc, 1664 Rosé, Somersby Apple Cider, Somersby Passion Fruit & Orange Cider, Connor's Stout Porter or alcohol-free Somersby Apple 0.0.

In convenience stores, consumers can ring in some prosperity by winning up to RM388 in Touch 'n Go eWallet when they purchase RM20 worth of Carlsberg Malaysia products. Touch 'n Go eWallet credit of up to RM888 is also up for grabs in bars and pubs with purchase of one tower, two buckets, six full pints, 10 half pints or 10 mugs.

Over at selected food courts and eateries, special CNY Celebration Nights have been scheduled with lion dance performances, singing performances and 'Drumming Prosperity Together' activities where consumers can 'Drum and Win' Touch 'n Go eWallet credits to ring in the New Year. Consumers who buy any big bottle of Carlsberg brew during these events will also stand a chance at winning unique prizes. As a special bonus throughout the CNY campaign period, those who collect 12 limited-edition big bottle caps of any Carlsberg Danish Pilsner, Carlsberg Smooth Draught or Carlsberg Special Brew will be able to redeem an exclusive glass container and be in the running to win the grand prize of RM2,888 cash Ang Pow.

For more exciting news and information on Carlsberg's Chinese New Year celebrations, promotions and locations, visit www.carlsbergcny.com.my or follow @CarlsbergMY on Facebook at www.facebook.com/CarlsbergMY for the latest updates! And remember, as part of advocating responsible consumption, **#CELEBRATERESPONSIBLY** – if you drink, don't drive.

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For more communication materials, scan here:



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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 Hong Kong, Taiwan, Laos, Cambodia and Thailand.

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. This Carlsberg trio is complemented by international premium brews including France's premium wheat beer 1664 Blanc, 1664 Rosé, Japan's No.1 premium beer Asahi Super Dry, European cider Somersby, British-inspired Connor's Stout Porter draught, and US award-winning craft beer Brooklyn Brewery as well as Tuborg Strong. Our local brands include SKOL, Royal Stout and Nutrimalt.

Our approximately 600-strong workforce sell our products in a responsible manner within our sustainability-driven business. Our products are for non-Muslim consumers aged 21 and above. Please #CelebrateResponsibly – if you drink, don't drive!
Find out more at www.carlsbergmalaysia.com.my

Carlsberg 在吉隆坡的热门地点以吉祥的‘钱兔无量’活动迎接兔年的到来！

Carlsberg 的“钱兔无量”活动将庆祝团圆和聚会，特别策划将最好的春节传统带到生活中。

(莎亚南 2023 年 1 月 5 日讯) Carlsberg 以“合家团圆，好运连连”为主题的年度农历新年活动备受瞩目。在全国范围内推出艺术家版 Carlsberg Danish Pilsner 或 Carlsberg 顺啤后·Carlsberg 将以“繁荣”和“顺利”的问候，再次迎来兔年的到来。

Carlsberg 为能参与全年的聚会和庆祝活动而感到自豪，无论是在家里还是在其他地方，Carlsberg 相信，没有什么比相聚时一起分享 Carlsberg 冰镇啤酒更好的味道了，从而可以在家人和朋友之间创造快乐的团聚。

与屡获殊荣的插画师阮飞飞创作的精美作品相似，Carlsberg 将充满活力的春节“钱兔无量”春日仙境带到了生活中，突出了中国文化的精髓和传统，并在吉隆坡和檳城的中心传递了春节的最佳元素。从 2023 年 1 月 3 日至 1 月 17 日，在吉隆坡柏威年广场 (Pavilion Kuala Lumpur) 第 3 层 Connection 将展出，来宾可以从连接的一端到另一端参观。

在“钱兔无量”活动的中心将设置多种活动供来宾一起欢庆团圆喜悦。来宾可以参与‘智兔跃新程’活动，以了解 2023 年 12 个生肖的情况、一个纸艺花园让消费者可以剪、折和创造他们最巧妙的春节艺术品、‘兔个顺利’活动，可以捕捉与亲人好友欢聚一堂的精美照片以及‘擂鼓震响，大吉大利’的挑战，以赢得精美限量版的奖品。来宾们还将欣赏到备受喜爱的舞狮表演，一起以迎接 2023 年的繁荣和顺利。

这段路还有一个美丽的花园装置，里面有一只巨大的吉祥金兔，以及 Carlsberg “如意酒庄”。这是一个很酷的 Carlsberg 快闪酒吧。来宾可在调酒师的指导下尝试制作自己的标志性 Carlsberg 鸡尾酒。路径上还装饰着艺术拱门，承载着同样的主题艺术作品，将消费者指向活动中心。

马来西亚 Carlsberg 集团董事经理葛利尼(Stefano Clini)说道：“当我们都在庆祝 2023 年的新开始时，“合家团圆，好运连连”代表了我们对整个地区的消费者、合作伙伴和朋友的希望和祝福，让我们可以一起拥有一个充满顺利、繁荣和幸福的吉祥年。在此基础上，我们希望通过我们的“钱兔无量”来庆祝与家人和朋友的团聚。这个空间特别以“团聚”和“繁荣”的方式呈现，就像顺利地绽放每一瓶 Carlsberg 啤酒。”

此外，还在喜粤(Grand Imperial,Pavilion)为媒体和商业伙伴举行了盛大的团圆晚宴，共庆佳节。在参观了“钱兔无量”装饰和参与了春节活动后，来宾们还一起捞生以庆祝兔年的到来、观赏一场视觉上神秘的 LED 舞狮表演、一场传统的春节盛宴以及最精彩的 DJ Kenji 的表演，他穿上了财神爷的服装在甲板随着曲子舞动起来，让夜晚的气氛变得格外活跃。

Carlsberg 将‘欢庆’视作为每个时刻的核心，新年“钱兔无量”活动旨在激发来年源源不断的顺利、繁荣和幸福，以现代和传统的春节习俗结合起来，为各年龄段的客户提供独特的优质体验。

在马来西亚北部地区“钱兔无量”活动也将在 2023 年 1 月 5 日至 1 月 29 日，檳城的双威嘉年华广场中心主厅举行。

“合家团圆，好运连连”优惠：

从现在起至 2023 年 2 月 28 日，购买任何两箱 Carlsberg Danish Pilsner 或 Carlsberg 顺啤的消费者，再加上任何一箱高端品牌啤酒(Somersby Cider 系列、1664 Blanc、1664 Rosé、Connor’s Stout Porter 或 Asahi Super Dry)，可兑换一套价值 275 令吉的独家 Neoflam Fika Stock Pot 陶瓷锅。若想要得到价值 60 令吉的两件套 Neoflam Smart Seal 密封罐，消费者只需购买任何六套 4 罐装，或 24 罐装的 1664 Blanc/1664 Rosé、Asahi Super Dry、Carlsberg Special Brew 或 Connor’s Stout Porter。至于沙巴和砂拉越的消费者，购买任何两箱的 Carlsberg Danish Pilsner 或 Carlsberg 顺啤，包括一箱高端品牌啤酒，即可兑换价值 84 令吉的三件套 Neoflam Smart Seal 密封罐。

消费者也可在西马 99 Speedmart 连锁购买一箱 Carlsberg Danish Pilsner 或 Carlsberg 顺啤以及一套 12 罐装 1664 Blanc，即可获得独家推出的艺术家版陶瓷杯。

为了一起“擂鼓震响，大吉大利”(Drumming Prosperity Together)，消费者只需在全国有参与此活动的超市购买 288 令吉的任何 Carlsberg 产品，可享有机会“擂鼓即赢”(Drum and Win)获取高达 388 令吉 Touch ‘n Go eWallet 电子钱包。除了成功赢取电子钱包，参赛者也可额外获取一套 4 罐装 1664 Blanc、1664 Rosé、Somersby Apple Cider、Somersby Passion Fruit & Orange Cider、Connor’s Stout Porter 或无酒精的 Somersby Apple 0.0。

消费者也可在便利店接好运，购买总值 20 令吉大马 Carlsberg 旗下产品，即有机会赢取高达 388 令吉 Touch ‘n Go eWallet 电子钱包。在酒吧酒馆畅饮时，凡购买一个啤酒塔(tower)、2 桶(bucket)、6 大杯(full pint)、10 小杯(half pint)或 10 杯(mug)，可待抢高达 888 令吉 Touch ‘n Go eWallet 电子钱包。

与此同时，Carlsberg 将在指定美食中心和餐馆，特别带来农历新年欢庆之夜，并准备了舞狮表演、歌唱表演，以及“擂鼓震响，大吉大利”活动，让消费者“擂鼓即赢”获取 Touch ‘n Go eWallet 电子钱包，在新一年接财迎福。在这些活动上购买任何 Carlsberg 啤酒的消费者将有机会获取独特奖品。作为农历新年活动期间的特别福利，收集 12 个限量版的 Carlsberg Danish Pilsner、Carlsberg 顺啤或 Carlsberg Special Brew 瓶盖，即可兑换独家玻璃饭盒，并享有机会赢取 2888 令吉现金红包大奖。

更多关于 Carlsberg 农历新年庆祝活动、促销活动 以及地点的精彩消息与资讯，欢迎浏览 www.carlsbergcny.com.my 或在脸书跟踪 @CarlsbergMY www.facebook.com/CarlsbergMY。#理性饮酒，你我有责——时时刻刻牢记“酒后不开车，平安到永久”！

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