

FOR IMMEDIATE RELEASE

Press Statement 23/2017

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## Probably the Best Golf Tournament Teed Off

### Great fun and prizes at the green

**Shah Alam, 7 September 2017** – While most golf competitions in town offer competitive golf, Carlsberg Golf Classic, the country's biggest and longest running amateur golf tournament kicked off Probably the Best Golf Tournament with over RM3 million worth of prizes and a twist of fun. In August, the amateur tourney saw overwhelming response with over 700 golfers participated at seven golf clubs, namely Bukit Jawi Golf Resort, Kelab Sungai Petani, Kelab Rekreasi Tentera Udara (KRTU) Butterworth, Kelab Golf Titiwangsa PDRM, Templer Park Country Club, Glenmarie Golf & Country Club and Royal Selangor Golf Club.

14 nett and gross winners of the mentioned preliminary legs had not only won a 40" Sharp LED TV, but also have been invited to celebrate their victory with 10 friends at Probably the Best Lounge, Carlsberg Malaysia's Brewery in Shah Alam. They are qualified to represent their respective home club to compete at the Carlsberg Golf Classic National Finals that will be held in December. Rewarding hole-in-one prizes up for grabs are Mercedes-Benz C250 and C200, a Sharp 70" LED TV and an Ogawa Masterdrive massage chair.

"Carlsberg, *Probably the Best Beer in the World*, is turning 170 years young this November. We believe what better way to celebrate the milestone than hosting winners of Carlsberg Golf Classic and their golf buddies a night of great fun with quality brews right at our brewery. Adding more excitement, the game also incorporated 3 types of fun games where golf avids can bring home our latest product innovation, Carlsberg Smooth Draught – *Probably the Smoothest Beer in the World*," Lars Lehmann, Managing Director of Carlsberg Malaysia commented.

While every golfers ace each swing with the grand prizes in mind, the lucky golfer who landed the ball nearest to the Carlsberg Smooth Draught inflatable bottle structure placed at Par 4 won the "Nearest to Bottle" game and walked home with an Adidas Ball Marker Belt.

The fun of the Carlsberg Golf Classic doesn't end with the final putt. Golfers who captured and uploaded the most fun and quirky photos on social media with their names together with the hashtags #probablythebest #CarlsbergGolfClassic #name-of-golf-club won the "Best Group Picture" game and be rewarded with a 6-can pack of Carlsberg Smooth Draught each.

That's not it! Golfers who landed the ball on the green in the first hit at the two nearest to pin holes, the "Lucky Pick" winner was given a chance at lucky draws session to win Taylormade products!

In celebration of Carlsberg's 170<sup>th</sup> global anniversary, Carlsberg is thrilled to raise the bar on Carlsberg Golf Classic 2017 making it Probably the Best Golf Tournament for amateur golfers in Malaysia! There are 22 legs to go, so hurry and sign yourselves up at the nearest golf club. The tournament schedule and latest promotions are available on [www.facebook.com/CarlsbergMY](http://www.facebook.com/CarlsbergMY). See you at the green!

The official partners of Carlsberg Golf Classic 2017 are Mercedes-Benz, Sharp, Ogawa, Taylormade, Cutter and Buck, Titoni, Saujana Hotels and Resorts, Gatorade, Jura, Wonda, SunPlay, and ParGolf.

#### **About the Carlsberg brand**

Probably the best beer in the world, Carlsberg is the flagship brand in Carlsberg Malaysia, a truly international beer brand available across 140 countries worldwide. The very first Carlsberg beers were brewed by Carlsberg's founder J.C. Jacobsen in Copenhagen, Denmark in 1847 whilst the first locally brewed Carlsberg in Malaysia was in 1972.

Carlsberg, with strong association with football, has been a tournament sponsor of the UEFA EUROs since 1988, is the official Beer of the Barclays Premier League since 2013 and has partnerships with five major national teams including England.

#### **For further enquiries, please contact:**

**Koh Kian Mei**  
Senior Brand Manager, Carlsberg Brand

DL: 03 – 5522 6340

[kianmei.koh@carlsberg.asia](mailto:kianmei.koh@carlsberg.asia)

**Edmund Wong**  
Manager, Marketing Activation

DL: 03 – 5522 6405

[edmund.st.wong@carlsberg.asia](mailto:edmund.st.wong@carlsberg.asia)

**Gabrielle Evelyn Lee**  
Manager, Corporate Communications & CSR

DL: 03 – 5522 6431

[gabrielle.sy.lee@carlsberg.asia](mailto:gabrielle.sy.lee@carlsberg.asia)

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, Somersby, Asahi Super Dry 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](http://www.carlsbergmalaysia.com.my).