

FOR IMMEDIATE RELEASE

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Page 1 of 2

Connor's Stout Porter is *Made to Be Different*

From award-winning stout to championing collectives, Connor's launches a nationwide takeover – breaking the norm with over RM1 million in-style drops and next-level vibes.

SHAH ALAM, 04 July 2025 – Connor's Stout Porter, the iconic stout with the half Union Jack, is back in the spotlight with a bold attitude and point-of-view. From *Taste the Good Times* to *Made to Be Different* – Connor's isn't just switching lanes' we're making a statement.

In Asian society, young people often face expectations to pursue certain careers or conform to particular standards of appearance. Connor's aims to inspire them to break free from these norms, encouraging courage and challenging conformity. We're here to be real – flavour-first, unapologetically smooth, and proud of it. Connor's is for those who seek to carve their own path, fuelled by our trailblazing spirit. Different? Absolutely. But always made right.

"Connor's was born to break conventions and stereotypes of the beer category. That is why we want to help our consumers fuel the courage it takes to defy the expected and carve out their own path," said Olga Pulyaeva, Marketing Director at Carlsberg Malaysia. "We're not just serving an award-winning stout; we're building a brand that resonates with the community of challengers to uncover new possibilities. Connor's stands apart by staying authentic – to our craft, our values, and the drinkers who connect with what we stand for."

It's not just about encouraging bold moves, Connor's is walking the talk. That's why Connor's has teamed up with [Doubleback](#), an unconventional streetwear brand that lives to challenge the status quo just like Connor's. Together, we're rewriting the rules and pushing the culture forward by dropping the Connor's x Doubleback: The Duffleback Backpack – where form meets function in a sleek, premium hybrid that shifts with your rhythm as a hand-carry or backpack mode, this one moves how you move. With 1,500 units worth RM900 each up for grabs nationwide, this collaboration puts RM1.3 million worth of exclusive prizes into the hands of those courageous and ready to embrace the unconventional.

Getting in on it is easy. Just grab Connor's from bars, cafés, restaurants, supermarkets, hypermarkets, convenience stores, Shopee and Grab. Whether it's a can or a pint, every purchase puts you closer to owning a piece of this standout collab merch.

Connor's is a stout with attitude, and it's "Made to be Different". We ain't stopping there.

On 12 July, Connor's will be launching [Connor's Collective](#) at Heritage Valley KL – an all-day experience where the trailblazing community connects, creates and vibes. Witness up-and-coming DJs, bands and entrepreneurs that ditch the conventional and do their own thing. Connor's Collective is a space for the community that wants to express, disrupt, and live life *Made to Be Different*.

But the experience doesn't end there. Connor's is bringing the signature Shake & Sip serve to over 120 spots nationwide. Plus, keep an eye out for Connor's vending machines at selected locations and grab your chance to win exclusive merch with every Connor's purchase.

In a category often tied to tradition and formality, Connor's is carving out its own path. With its creamy profile and unique coffee notes, this smooth, memorable stout is brewed for the next generation of trailblazers – unapologetically easy to enjoy.



For more details, visit mtbd.connorsstout.com. And remember to **#CELEBRATERESPONSIBLY** – if you drink, don't drive. For non-Muslims aged 21 and above only.

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About Carlsberg Malaysia Group

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, and regional presence via exports.

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 and Wheat. Our international premium brews including France's premium beers 1664 Brut, 1664 Blanc and 1664 Rosé, as well as iconic first beer of Japan, Sapporo Premium Beer, European cider Somersby, British-inspired Connor's Stout Porter and US award-winning craft beer Brooklyn Brewery as well as Tuborg Strong. Our local brands include SKOL, Royal Stout and Nutrimalt. Our products are for non-Muslim consumers aged 21 and above in Malaysia or aged 18 and above in Singapore. Please **#CELEBRATERESPONSIBLY** – if you drink, don't drive!

Our 640 performance-driven employees are guided by our Purpose of *Brewing for a Better Today and Tomorrow* and we are committed to delivering on our ESG programme of Together towards ZERO and Beyond in our quest to achieve net zero carbon emissions throughout our value chain by 2040. Find out more at www.carlsbergmalaysia.com.my

Connor's Stout Porter 就是 ‘Made to Be Different’

从屡获殊荣的黑啤到引领潮流社群，Connor's 正在掀起全国风潮，以逾百万令吉的限量潮流周边和前卫体验，打破常规，玩出新高度。

（莎亚南 2025 年 7 月 04 日讯）Connor's Stout Porter，这款带有半面米字旗的标志性黑啤，以更大胆的态度强势回归。从 “品味美好时光”（Taste the Good Times）到如今的 “Made to Be Different”，Connor's 不只是转变路线，更是在亮明态度。

在亚洲社会，年轻人常常面对外界对职业与外貌的刻板期待，让他们背负无形压力。Connor's 以行动鼓励他们突破这些框架，鼓励他们勇敢走出舒适圈。我们坚持做自己，不迎合、不妥协，就像我们对顺滑口感和优质风味的坚持一样，值得骄傲。Connor's 适合所有勇于走出自我风格的人。与众不同？那是当然的，而且酿得刚刚好。

马来西亚 Carlsberg 集团市场总监奥加尔（Olga Pulyaeva）表示，“Connor's 的诞生，就是为了打破啤酒类别的刻板印象，突破传统束缚，鼓励消费者勇敢做自己，走出属于自己的路。”她说，“我们不只是端上一杯得过奖的黑啤，而是打造一个能与勇往直前敢闯的人玩在一起的品牌，一起解锁更多可能。Connor's 与众不同，是因为我们始终做自己，坚持我们的酿造、我们的价值，还有那些认同我们态度的饮者。”

Connor's 说到做到！这次我们联手同样不按套路来的街头潮牌 Doubleback，一起打破常规、带风潮流文化。共同推出联名力作 Connor's x Doubleback: The Duffleback Backpack，高颜值、超实用，手提、双肩随你切换，走哪都型到不行！全国仅限 1500 个，每个价值 RM900，总值 RM130 万，只送给那些敢想和敢与众不同的人。

参与方式也很简单：只需在全国各大酒吧、咖啡馆、餐厅、超市、大型超市、便利店，或透过 Shopee 和 Grab 平台购买 Connor's，无论是罐装或生啤，每一次购买，都有机会赢取这款独家联名好礼。

Connor's 不止是态度十足的黑啤，“Made to Be Different”只是开始。7 月 12 日，Connor's 将在吉隆坡 Heritage Valley 推出 Connor's Collective 一场整日不间断的创意盛事。先锋社群齐聚一堂，现场连结、创作、激发灵感。届时将有新晋 DJ、乐队与品牌主理人登场，各自展现风格、打破常规。Connor's Collective 是专为那些敢表达、敢颠覆、坚持做自己的潮流先锋而设的空间。

精彩不止于此！Connor's 标志性的 Shake & Sip 体验将进驻全马超过 120 个据点，带来随时随地的顺滑享受。同时，记得留意那些惊喜现身的 Connor's 自动贩卖机，只要购入 Connor's，就有机会赢取独家联名好礼！

在这个常被传统与规矩所框住的品类中，Connor's 一直坚持走自己的路。顺滑的口感、独特的咖啡香与浓郁泡沫，让这款黑啤轻松又不失个性，为新世代的冒险者而酿，爽快享受，无需多言。

欲知更多详情，浏览 mtbd.connorsstout.com。记得要理性饮酒 **#CELEBRATERESPONSIBLY**——酒后不开车，开车不喝酒！仅限年龄 21 以上的非穆斯林人士。

欲获取更多资讯，请扫描以下二维码：



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关于马来西亚 Carlsberg 集团

马来西亚 Carlsberg 集团 (Carlsberg Brewery Malaysia Berhad) 于 1969 年 12 月成立，是一家灵活酒商，业务遍布马来西亚和新加坡，并在斯里兰卡一家酒厂持有股份，也通过出口市场扩大区域范围。

本集团旗下国际品牌组合包括堪称全球最佳啤酒——Carlsberg Danish Pilsner、Carlsberg Smooth Draught、Carlsberg Special Brew 及 Carlsberg Alcohol Free Pilsner and Wheat，还有国际优质啤酒：法国优质啤酒 1664 BRUT、1664 Blanc 及 1664 Rosé、日本标志性首个啤酒 Sapporo Premium Beer、欧洲苹果酒 Somersby、英伦式 Connor's Stout Porter、美国屡获殊荣精酿啤酒 Brooklyn Brewery，以及 Tuborg Strong。本地品牌包括 SKOL、Royal Stout、Nutrimalt。本集团旗下产品仅供马来西亚年龄 21 岁以上、新加坡年龄 18 岁以上的非穆斯林消费者饮用。理性饮酒，你我有责，时时刻刻牢记记住“酒后不开车，开车不喝酒”！**#CELEBRATERESPONSIBLY**

我们共有 640 名员工，皆以绩效为驱动力，并秉承“酿造更美好的今天和明天” (Brewing for a Better Today and Tomorrow) 宗旨，我们致力于实施“共同迈向并超越零目标” (Together towards ZERO and Beyond) ESG 计划，以实现到 2040 年全价值链净零碳排放目标。敬请浏览 www.carlsbergmalaysia.com.my 了解更多。