

FOR IMMEDIATE RELEASE

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Carlsberg Malaysia Celebrates Unwavering Consumer Trust with Dual Win at Putra Brand Awards 2024!

SHAH ALAM, 17 January 2025 – Carlsberg Malaysia is proudly raising a toast to its incredible consumers, whose trust and loyalty have led the company to an outstanding double victory at the esteemed Putra Brand Awards 2024. These accolades highlight the brewer's unwavering commitment to providing only the finest brews to Malaysians while setting new standards in quality and innovation.

For the 15th edition of the Putra Brand Awards, Carlsberg, the renowned flagship brand of one of the world's largest brewers, has been honoured with the prestigious Platinum award. This remarkable achievement showcases Carlsberg's unwavering commitment to brewing excellence, resulting in beverages that not only meet but exceed expectations in quality, consistency, and enjoyment. Guided by its #BestWithCarlsberg promise, the company strives to ensure every beer-drinking moment is exceptional, bringing people together and elevating all aspects of drinking occasions with probably the best-tasting beer in the world, inspiring continuous connections and celebrations.

Somersby, Malaysia's best-selling cider, best known for its creative innovation, has also earned a coveted Silver award. This accolade highlights Somersby's flair, starting off the year with the launch of the CNY limited edition Somersby Mandarin Orange 0.0 to wel-Kam prosperity and then debuted its bold, vibrant Pineapple & Lime flavour in mid 2024. These lively tropical concoctions perfectly capture the flavours Malaysians love and highlight the unforgettable beverage offerings rooted in the timeless appeal of its iconic Somersby Apple Cider, which remains a core favourite among consumers, while catering to a wide array of palates, making every moment refreshing.

"These awards belong to our consumers. Their trust fuels our passion to craft the best beverages and drive innovation that exceeds expectations," said Olga Pulyaeva, Marketing Director of Carlsberg Malaysia. "Carlsberg's 15-year legacy at the Putra Brand Awards is a proud testament to the enduring bond we share with Malaysians, while Somersby's win reinforces our pledge to bring joy and excitement to every sip. At Carlsberg Malaysia, quality is not just a standard; it's our promise to our consumers."

The Putra Brand Awards, known as the "People's Choice Awards," reflect true consumer trust and loyalty, as winners are determined solely by votes from the Malaysian public. These accolades affirm Carlsberg Malaysia's status as a trusted name in delivering world-class beverages.

As Carlsberg Malaysia continues its inspiring journey, it remains steadfast in its commitment to brewing excellence. With quality and innovation at its core, the brewer strives to create memorable experiences that bring people together to celebrate life's best moments.

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For more communication materials, scan here:



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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

马来西亚 Carlsberg 集团获 2024 布特拉品牌奖双奖荣耀 彰显消费者的坚定信任！

（莎亚南 2025 年 1 月 17 日讯）马来西亚 Carlsberg 集团向所有消费者举杯致敬，感激他们的信任和忠诚，让该集团在 2024 年布特拉品牌奖（Putra Brand Awards）上取得双奖殊荣。这些奖项彰显了该集团坚定不移地为马来西亚消费者献上最优质啤酒的承诺，并树立了质量与创新的新标杆。

在第 15 届布特拉品牌奖中，全球最大酿酒集团之一的旗下旗舰品牌 Carlsberg，荣获了白金奖。这一卓越成就展现了 Carlsberg 对酿造工艺的不懈坚持，其啤酒不仅在质量和一致性方面表现卓越，更超越了消费者的期望。在 #BestWithCarlsberg 承诺的引领下，Carlsberg 致力于确保每一个饮酒时刻都成为非凡体验，汇聚人们于一堂，让每一个饮酒场合都更加精彩，带来不断延续的联结与庆祝，诠释“堪称全球最佳啤酒”的品牌精神。

作为全马最畅销的苹果酒品牌，Somersby 以其创新精神闻名，也获得了银奖。这一荣誉展现了 Somersby 的创意实力：年初推出农历新年限量版 Somersby Mandarin Orange 0.0 迎接“桔”祥龙年，随后在 2024 年中推出充满活力的 Pineapple & Lime 黄梨青柠口味。这些活力热带风味完美捕捉了大马人所喜爱的口味，同时以经典的 Somersby Apple Cider 的永恒魅力为基础，至今仍然是消费者的最爱，并通过多样化选择满足了各种不同的味蕾需求，让每一刻都焕发清新滋味。

马来西亚 Carlsberg 集团市场总监奥加尔（Olga Pulyaeva）表示，“这些奖项归于我们的消费者，他们的信任点燃了我们的热情，激励我们酿造最优质的饮品，并推动出乎预料的创新。Carlsberg 在布特拉品牌奖上拥有 15 年辉煌历史，见证了我们与马来西亚消费者的深厚情谊；而 Somersby 的这份成就也重申了我们对献上每一口喜悦乐趣的承诺。对马来西亚 Carlsberg 集团而言，质量不仅仅是一个标准，更是我们对消费者郑重的承诺。”

被誉为“人民选择奖”（People's Choice Awards）的布特拉品牌奖，由马来西亚公众投票选出，真实反映了消费者的信任与忠诚。这些奖项再次巩固了马来西亚 Carlsberg 集团作为世界级高品质饮品提供者的领先地位。

未来，马来西亚 Carlsberg 集团将继续坚持酿造卓越的信念，以质量与创新为核心，致力于创造令人难忘的体验，让人们齐聚一堂，共庆生活中最美好的时刻。

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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，时时刻刻牢记住“酒后不开车，开车不喝酒”！**#CELEBRATERESPONSIBLY**

我们拥有 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。