

FOR IMMEDIATE RELEASE

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Hop into the 'World of Smooth' with Carlsberg Smooth Draught!

Visitors are welcomed to enjoy 'Real Smooth' beer, delicious spicy bites and the hottest beats at the Zhongshan building

KUALA LUMPUR, 21 November 2024 – Whether you're catching up with friends, firing up the grill for a weekend barbecue, or winding down after a long day, Carlsberg Smooth Draught is your go-to for those effortlessly smooth moments. And if you're looking for where to go this weekend, Carlsberg Smooth Draught invites you to immerse yourselves in a 'World of Smooth'.

Up until 23 November 2024, step into a vibrant fusion of the smoothest beer, delicious, spicy bites, and the hottest beats at the Zhongshan Building, a hub of arts and culture in the heart of Kuala Lumpur. This immersive event also features unique and engaging exhibitions as well as hands-on workshops.

“'Real Smooth' is back for its third year, and we're raising the bar once again,” said Olga Pulyaeva, Marketing Director of Carlsberg Malaysia. “What began as an exclusive celebration of spicy food and smooth beer has grown into an event designed for all our consumers to enjoy. This year, we're elevating it further with 'Real Smooth' beer, 'Real Spicy' bites, and the electrifying addition of 'Real Beats', making it bigger, bolder, and more exciting than ever.”

In collaboration with Loka Made, a local creative collective, Carlsberg Smooth Draught is set to captivate beer lovers with the visually stunning and unforgettable experience of the 'World of Smooth'. Visitors can showcase their smoothest moves at the Smooth Grooves station to snag a sleek Carlsberg Smooth Draught x Loka Made laptop sleeve. To take home a chic Carlsberg Smooth Draught x Loka Made tumbler, beer lovers can simply purchase 6 cans of Carlsberg Smooth Draught. Additionally, the 'Smooth Moments' station invites guests to strike their best poses—alone or with friends—to create personalised Carlsberg Smooth Draught bottles.

No Carlsberg Smooth Draught event would be complete without a mouthwatering selection of spicy culinary delights. Indulge in a lineup of expertly curated dishes, such as Licky Chan's *Real Smooth* ice cream infused with Carlsberg Smooth Draught, their bold and fiery *Real Spicy* ice cream, pizza infused with Carlsberg Smooth Draught as well as Tommy Le Baker's irresistible Spicy Polo Buns. Guests can also savour crowd favourites from popular eats like Na Jie China BBQ, Warung Babi Guling Jenny, and Yat Tong Noodle, ensuring a satisfying feast.

As the excitement intensifies, enjoy electrifying performances by international artists from Hong Kong, including 24Herbs and MC Yan, alongside local talents like Lapsap, Mr. Yang, and DJ Jovynn. Visitors can also engage in various workshops featuring activities such as Uncle Duck's Cooking Show, exhibitions on Malaysian Cantonese culture, insightful talks about Hong Kong, and captivating movie screenings.



For those who love Carlsberg Smooth Draught, the CarlsBar offers an array of Real Smooth Mixology cocktail workshops. Join in the fun as you stir, and sip cocktails inspired by iconic Hong Kong movies, creating the perfect homage to the lively Canto-yay vibe.

"Through these vibrant and inviting collaborations, we're delivering more than just a product—we're curating holistic, immersive experiences that bring our consumers closer to the essence of 'Real Smooth' living," Pulyaeva added.

Crafted for those seeking the ultimate smooth occasion, Carlsberg Smooth Draught is here to prove why it's the smoothest beer out there—perfect for every #BestWithCarlsberg moment! So, what are you waiting for? Register now at www.worldofsmooth.my, and redeem a complimentary Carlsberg Smooth Draught! Be among the first 300 beer lovers each day to join the exciting 'hops hunting' adventure. Collect all four hop stamps while exploring the on-ground activities to snag a limited-edition Carlsberg Smooth Draught x Loka Made tote bag—so hop to it!

To encourage responsible drinking, Carlsberg Smooth Draught is also providing RM10 Grab vouchers from the 'World of Smooth' with the code 'CelebrateResponsibly'. At Carlsberg Malaysia, we advocate responsible consumption, always remember if you drink, don't drive – **#CELEBRATERESPONSIBLY**.

Of course, this celebration doesn't end here. Running until 30 November 2024, fans of Carlsberg Smooth Draught can still look forward to ongoing promotions. Purchasing two cans of Carlsberg Smooth Draught at super and hypermarkets, 99 Speedmart, or e-commerce sites gives consumers a chance to win limited-edition duffle bags. Buying two six-can packs instantly earns RM5 Touch 'n Go e-wallet credit. At convenience stores and participating shops, buying two cans gets consumers one entry into the contest, or they can enjoy an RM1 discount on one big bottle (580ml) at coffee shops and eateries. In pubs and entertainment outlets, spending RM100 on Carlsberg Smooth Draught entitles consumers to redeem a limited-edition Carlsberg Smooth Draught x Loka Made sling bag.

For more information on the 'World of Smooth' event and ongoing promotions, visit www.bestwithcarlsberg.my or follow @CarlsbergMY on Facebook and Instagram for the latest activities and giveaways.

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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, 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

与 Carlsberg Smooth Draught 跃进 World of Smooth 世界

欢迎前来吉隆坡中山同乡会大楼 尽享 Real Smooth 啤酒、好吃香辣美食、火热曲目

(吉隆坡 2024 年 11 月 21 日讯) 无论是与好友在周末相聚来一场烧烤，还是忙碌一天后闲下来，Carlsberg Smooth Draught 是您顺心时刻的首选。如果您正在寻找这个周末的好去处，Carlsberg Smooth Draught 诚邀您沉浸于 ‘World of Smooth’ 世界。

于 2024 年 11 月 21 日至 23 日之间，欢迎莅临吉隆坡中山同乡会大楼 (The Zhongshan Building) 这座文化艺术枢纽体验最顺滑的啤酒、好吃香辣美食和最火热的曲目。这场沉浸式活动中，还将设有独特且引人入胜的展览以及亲手工作坊，为到访者提供多种方式，迎来顺心体验。

马来西亚 Carlsberg 集团市场总监奥加尔 (Olga Pulyaeva) 表示，“Real Smooth 第三年的回归，我们再次推向新高度。”她说：“最初只是一场围绕香辣美食和顺滑啤酒的独家盛宴，而如今已发展成为一场专为所有消费者打造的精彩活动。今年，我们将活动进一步升华，带来 Real Smooth 啤酒、Real Spicy 香辣美食，以及新增的 Real Beats 火热曲目，让活动更加盛大、更具有力度、更为精彩。”

Carlsberg Smooth Draught 也与本地创意集体 Loka Made 携手合作，通过 ‘World of Smooth’ 这一华丽的视觉和难忘的体验，引啤酒爱好者入胜。到访者可在 ‘Smooth Grooves’ 站，展示自己最顺的舞蹈动作，赢取时尚的 Carlsberg Smooth Draught x Loka Made 手提电脑保护套如果想带回时髦的 Carlsberg Smooth Draught x Loka Made 保温罐，只需购买 6 罐 Carlsberg Smooth Draught。此外，在 ‘Smooth Moments’ 站邀请到访者展示个人风采，无论单独还是与朋友一起，尽情摆出最美的姿势，定制个性化的 Carlsberg Smooth Draught 瓶子。

Carlsberg Smooth Draught 活动当然少不了各式各样的香辣美食。参观者也可在场享用一系列精心挑选的美食，包括 Licky Chan 的 Real Smooth 雪糕，将 Carlsberg Smooth Draught 融入其中，带来顺滑口感、辛辣口味的完美结合，以及 Tommy Le Baker 难以抗拒的香辣菠萝包 (Spicy Polo Bun)。到访者还能品尝各家名吃，包括娜姐烤串 (Na Jie China BBQ)、Warung Babi Guling Jenny、一汤面馆 (Yat Tong Noodle)，享有口福！

同时在充满活力的氛围中，观赏火热的音乐演出，阵容包括来自香港国际众星——廿四味 24Herbs、MC 仁，以及本地一众才子如 Lapsap、Mr. Yang、DJ Jovynn 等。到访者还可参与各种工作坊和活动，其中包括 Uncle Duck’s Cooking Show 烹饪秀、马来西亚广东文化展览、见解深刻的香港主题演讲，以及精彩电影放映。

若您 Carlsberg Smooth Draught 爱好者，CarlsBar 酒吧将呈现一系列 “Real Smooth Mixology” 鸡尾酒工作坊，邀您一同玩一玩、摇一摇、搅一搅，品尝各款鸡尾酒，均以香港经典电影为灵感。调制绝配饮料，为 “廣嘢 CANTO-YAY” 干杯！

奥加尔补充道，“通过这些精彩且诱人的合作，我们所呈献的不仅仅是一个产品，更是精心策划的全面、沉浸式体验，让消费者更贴近“Real Smooth”生活精髓。”

此活动专为追求极致顺畅 d 体验追寻者打造，Carlsberg Smooth Draught 也以此证明其顾名思义，即市场上最顺的滑啤酒，完美伴随每个 **#BestWithCarlsberg** 时刻。别再犹豫了，立即登录 www.worldofsmooth.my 报名出席，并获取免费 Carlsberg Smooth Draught！每天首 300 位参与者，还可参加“Hops Hunting”探险活动，在游览活动现场同时，收集所有四款啤酒花印章，即可获得限量版 Carlsberg Smooth Draught x Loka Made 托特包，快来参加我们吧！

为了鼓励大家理性饮酒，Carlsberg Smooth Draught 也配合 World of Smooth 活动提供 10 令吉 Grab 礼券，使用「CelebrateResponsibly」优惠码即可。马来西亚 Carlsberg 集团提倡理性饮酒，时时刻刻牢记“酒后不开车，开车不喝酒”！**#CELEBRATERESPONSIBLY**

“好嘢”不仅如此，Carlsberg Smooth Draught 的爱好者还可以享受一系列促销活动，活动将持续至 2024 年 11 月 30 日。在超市霸市、99 Speedmart 连锁超市、电商平台，购买 2 罐 Carlsberg Smooth Draught，即可享有机会赢取限量版旅行包（Duffle Bag）；购买两套 6 罐装，即可立即获得 5 令吉 Touch 'n Go e-wallet 电子充值。在便利店和有参与销售商，凡购买 2 罐即可获得一次参赛资格；在咖啡店和餐馆购买一大瓶（580 毫升），即可享有 1 令吉折扣。在酒馆及娱乐场所，花费 100 令吉购买 Carlsberg Smooth Draught 的消费者，即可带走限量版 Carlsberg Smooth Draught x Loka Made 斜挂包（Sling Bag）。

更多关于 World of Smooth 活动及现时促销的资讯，浏览 www.bestwithcarlsberg.my，或打开脸书和 Instagram 关注@CarlsbergMY，紧贴最新活动及好康送出。

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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。