

FOR IMMEDIATE RELEASE

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OVER 1,000 LUCKY WINNERS CELEBRATED DOUBLE WINNING WITH GIGANTIC 3-LITRE CARLSBERG BOTTLE

Carlsberg wishes beer lovers 'Double Cheers. Double Winnings.' this Lunar New Year and rewarded thousands with exclusive prizes in nationwide campaign which runs till 9 Feb 2020.

Shah Alam, 23 January 2020 – More than 1,000 beer lovers will be ushering the Chinese New Year (CNY) celebrations with double the prosperity and happiness with family and friends by POPping a gigantic, limited-edition 3-litre Carlsberg CNY bottle! Carlsberg's CNY campaign themed 'Double Cheers. Double Winnings.', which runs from 16 Dec 2019 to 9 Feb 2020, had rewarded shoppers and drinkers with doubled up winnings on top of instant redemptions for purchases at participating outlets nationwide.

With only more than 2,000 bottles in Malaysia to be won, the magnificent 3-litre Carlsberg bottle, topped with a cork stopper and at a height of 48cm, had gotten conversations buzzing. Grab your chances when you make purchases on any Carlsberg Malaysia products in just two simple ways of winning – 'Snap & Win' and/or 'Check Bottle Caps & Win'.

For 'Snap & Win' purchases, all you need to do is head to participating supermarkets, hypermarkets; enjoy Carlsberg or Carlsberg Smooth Draught at modern pubs and bars; or purchase Carlsberg Malaysia products within your fingertips by going online to participating e-commerce sites such as Potboy, Shopee, Taobao, Sohda, Winetalk, and Boozeat. Get lucky and stand to win the limited-edition 3-litre Carlsberg bottle when you snap a photo of your receipt and submit it via WhatsApp.

37-year-old Ernest Hoh who hails from KL said, "I was out celebrating the New Year with a group of friends at Brewhouse Kuchai Lama enjoying Carlsberg. What a surprise that I won the 3-litre Carlsberg CNY bottle! I'll be celebrating CNY at my friends' place where we will pop the bottle to celebrate the winning," said Hoh.

If you're enjoying Carlsberg (640ml) or Carlsberg Smooth Draught (580ml) big bottles at participating food courts, coffee shops or bars, be sure to check underneath the bottle caps for the lucky caps! Stand to win the 1st prize of a 3-litre Carlsberg bottle; the 2nd prize of an RM88 cash ang pau or collect three (3) bottle caps to redeem a FREE deck of Carlsberg playing cards.

One of Carlsberg's loyal drinkers Kee Kim Seong from Melaka said, "My friends and I were drinking at our regular food court here in Taman Malim Jaya and it was completely unexpected when we saw the bottle cap that reads '1st Prize 2020'! It's a huge Carlsberg bottle and I'd love to drink it, but I'm going to proudly display it at home!", said the 61-year-old retiree.

Hurry, you too can be a winner as promotion runs till 9 Feb 2020 or while these limited-edition 3-litre bottles are still up for grabs! For more information on all ongoing CNY promotions or events, visit www.probablythebest.com.my or follow us on Facebook at www.facebook.com/CarlsbergMY.

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 beer was brewed by Carlsberg's founder J.C. Jacobsen in Copenhagen, Denmark in 1847 whilst the first locally brewed Carlsberg in Malaysia was in 1972. The Carlsberg portfolio in Malaysia includes the Carlsberg Danish Pilsner, Carlsberg Smooth Draught featuring the innovative POP cap and Carlsberg Special Brew.

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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 Blanc, Somersby, Asahi Super Dry, Connor's Stout Porter 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.

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2020 年 1 月 23 日

超过 1,000 幸运儿获得双赢巨型 3 公升 CARLSBERG 酒瓶欢庆鼠年

Carlsberg 恭贺啤酒爱好者鼠年‘双饮双赢’！即将于 2 月 9 日结束的全国性促销活动如今已让数以千计幸运儿奖赏双收。

莎阿南 23 日讯 – 已有超过 1,000 名啤酒爱好者可以在这个新年与家人朋友一起‘POP’巨无霸的限量版 3 公升 Carlsberg 新年酒瓶，共同欢庆大团圆！于去年 12 月 16 日启动的 Carlsberg ‘双饮双赢’迎新年活动，在全国参与促销的销售处双倍奖赏购买其产品的购物者和啤酒爱好者。这项活动将于今年 2 月 9 日结束。

巨无霸 3 公升 Carlsberg 酒瓶，高 48 公分，瓶口用软木塞封住，外形特别令人瞩目，让人议论纷纷，但全马仅有 2,000 多瓶待赢取。不过，赢取这樽巨无霸的两种方法却非常简单，即‘拍照赢奖’或‘检查瓶盖赢奖’。

关于‘拍照赢奖’，你只需在参与促销的超市、霸市购买产品，或前往摩登酒廊、酒吧畅饮 Carlsberg 或 Carlsberg 顺啤，还是通过电商网站，如 Potboy, Shopee, 淘宝, Sohda, Winetalk 以及 Boozeat 购买马来西亚 Carlsberg 产品，再为收据拍照，通过 WhatsApp 发出，即有机会赢取限量版 3 公升 Carlsberg 酒瓶。

现年 37 岁，来自吉隆坡的 Ernest Hoh 说：“我是在旧古仔的 Brewhouse 跟朋友进行新年欢聚，一开 Carlsberg 就赢得了这一樽 3 公升 Carlsberg 新年酒瓶，真是超惊喜！我会在新年时把它带去朋友家‘POP’，跟大家庆祝一番。”

如果你常在参与促销的美食中心、咖啡店或酒吧享饮大瓶装 Carlsberg (640 毫升) 或 Carlsberg 顺啤 (580 毫升)，一定要记得检查幸运瓶盖！你即有机会赢取首奖一樽 3 公升 Carlsberg 酒瓶；第奖 RM88 现金红包，或只需收集三 (3) 个瓶盖，即可免费获得一副 Carlsberg 扑克牌。

来自马六甲的忠实 Carlsberg 爱好者，现年 61 岁的退休人士 Kee Kim Seong 分享道：“我和朋友在我们常光顾的 Taman Malim Jaya 美食中心小酌时，完全出乎预料之外，竟然拿到一个印有‘1st Prize 2020’字眼的幸运瓶盖，赢得了巨无霸 Carlsberg 酒瓶，我虽然喜欢喝，但我会把它摆在家里展示！”

抓紧赢奖机会，从今天起至 2 月 9 日，你还有机会赢取限量版 3 公升酒瓶！欲了解更多关于热烈进行中的新年促销或活动，请浏览 www.probablythebest.com.my 或跟随我们的脸书专页 www.facebook.com/CarlsbergMY。

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