

FOR IMMEDIATE RELEASE

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CONNOR'S STOUT PORTER PASSES BLIND-TASTE TEST WITH FLYING COLOURS!

93% Malaysian stout drinkers assert Connor's is a taste that is 'Just Made Right'

Shah Alam, 16 April 2018 – Connor's Stout Porter recently activated an unbranded challenge called the Stout Challenge, which was held nationwide throughout the month of March. The Stout Challenge not only raised the bar on the previous Connor's Challenge but received tremendous response, affirming Connor's Stout Porter of being a taste that is "Just Made Right"!

Building on the momentum from the Connor's Challenge campaign held last year, which was a marked success, the 'Stout Challenge' saw the premium draught stout brewer upping the challenge by offering consumers a blind-taste test to rate the stout.

This time, taking the campaign to the road at hot party spots in Kuala Lumpur, Ipoh, Malacca, Penang and Johor, the activation involved an unbranded truck deployed to various participating outlets, and unknown to consumers, were offered a perfect creamy foam head Connor's stout in an unmarked cup which they had to rate for taste.

The results were outstanding with most of them concurring that the 'unbranded' stout in the cup was infused with a blend of unique flavours and its taste was "Just Made Right". Following which, the Connor's Stout Porter brand was revealed to the much-anticipated participants and given an insight on its brew - consisting of natural ingredients with a combination of roasted barley, brown malt, caramel malt and lager malt.

With an overwhelming response of over 93% consumers who took part in the blind-taste challenge were 'satisfied' that Connor's Stout Porter lived up to its mark of a stout that is carefully concocted with unique roasty undertones, infused with a gentle caramel note and brewed to deliver a crisp texture that balances the bitterness and robustness.

“Last year’s Connor’s Challenge saw an 80% satisfaction rate amongst 20,000 participants who rose to the challenge despite the money back guarantee experience, with eight out of 10 consumers loving the taste of Connor’s.” said Marketing Director of Carlsberg Malaysia, Charles Wong.

“As proven by the results from the recent Stout Challenge via a blind-taste test with 93% satisfaction rate by stout lovers, this affirms the Connor’s brand promise and positioning of delivering a draught stout that’s “Just Made Right”,” he added.

Each satisfied consumer who took up the ‘Stout Challenge’, was given a Connor’s voucher to redeem a full pint from participating outlets.

For a satisfaction guaranteed drinking experience, try Connor’s Stout Porter now!

For more on Connor’s Stout Porter, visit www.facebook.com/ConnorsMY.

About Connor’s Stout Porter

Introduced to the Carlsberg portfolio back in 2009, Connor’s Stout Porter is a recipe recreated by our Master Brewer that was inspired by the original Stout Porter, in draught, delivering the same perfect balance of bitterness and robustness that made it a popular choice among the British in the 1700’s. Locally brewed to preserve its freshness, Connor’s Stout Porter delivers a crisp texture, creamy head and gentle roasted undertones – a brew just made right for the everyday drinker.

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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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Connor's Stout Porter 在盲品测试中势如破竹！

93%马来西亚黑啤爱好者深爱 Connor's '完美均衡，恰到好处' 的口味

莎阿南 2018 年 4 月 20 日讯 – Connor's Stout Porter 于三月举行了一项全国性的匿名品牌黑啤挑战，不仅比之前的挑战活动大有提升，并获得黑啤爱好者的热烈响应，也一再印证 Connor's Stout Porter 的完美均衡，恰到好处独特滋味！

趁势借助去年 'Connor's 挑战' 活动的成功力量，今年 Connor's 继续以盲品试饮挑战黑啤爱好者的味蕾，再给予他们所喝的黑啤评价。

今年推出一辆神秘黑啤卡车进行免费试饮活动。这辆神秘卡车载满匿名品牌的黑啤巡回吉隆坡、怡保、马六甲、槟城及新山最热门的派对场所挑战黑啤爱好者的口味，品尝之后，他们必须对带有绵密泡沫及顺口的黑啤进行评价。

此项免费盲品试饮挑战结果显著，绝大多数的挑战者皆异口同声称谓此匿名品牌黑啤具备 '完美均衡，恰到好处' 的独特口感。随后便为挑战者揭开 Connor's Stout Porter 品牌，再为他们介绍酿制 Connor's 黑啤所采用的天然材料——焦糖麦芽 (Caramel Malt)、啤酒麦芽 (Lager Malt)、棕色麦芽 (Brown Malt) 及炭烤麦芽 (Roasted Barley)。

踊跃参与盲品挑战的消费者当中，超过 93% 都表示喜爱 Connor's Stout Porter 所蕴含的独特香烤、甘醇及淡淡焦糖香滋味，以及不太浓烈也不太苦涩的独特口感。

马来西亚 Carlsberg 集团市场总监黄冠中说：“去年的 Connor's 挑战活动共吸引 20,000 人挺身接受挑战，其中多达 80% 的挑战者都无视于 '原银奉还' 的选择，这也显示每十位挑战者当中有八位心满意足。”

他补充说：“在今年的黑啤挑战盲品活动中，黑啤爱好者都给予它高度评价，令满意度攀升至 93%。此次的盲品挑战结果也再次印证品牌的宗旨和定位，它名副其实带来 '恰到好处' 的完美体验。”

每一名完成 '黑啤挑战' 的挑战者都 获得一张礼券，以在销售处换取一大杯 Connor's 黑啤。

如果你还未曾品尝过此广受欢迎的 Connor's 黑啤，今天就应即刻试一试。Connor's Stout Porter 必定让所有黑啤爱好者们都称心满意。

关于更多 Connor's Stout Porter 资讯，欢迎浏览 www.facebook.com/ConnorsMY。

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成立于 1969 年并在大马交易所上市，大马 Carlsberg 为 Carlsberg 集团区域投资的部分，旗下包括新加坡及斯里兰卡。我们的主打品牌 Carlsberg 是世界上最为人知的啤酒品牌之一，Kronenbourg 1664 Blanc、Somersby、Asahi Super Dry, Connor's Stout Porter 则是本地其他优质品牌。公司员工约 600 人，以负责任态度销售产品并维持业务永续发展。

更多详情，请浏览 www.carlsbergmalaysia.com.my。

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