

FOR IMMEDIATE RELEASE

Press Statement 39/2019

25 September 2019

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AMPLIFY MUSIC MOMENTS WITH CARLSBERG SMOOTH DRAUGHT “POP & WIN”

POP to win FREE Carlsberg Smooth Draught and cool music gadgets!

Shah Alam, 25 September 2019 – Carlsberg Smooth Draught is all about fun and innovation! Keeping the fun in-check and in sync with its iconic sound of “POP”, “*Probably The Smoothest Beer In The World*” rewards consumers with super cool music gadgets throughout its promotional campaign this September through November!

Carlsberg Smooth Draught beer lovers can redeem karaoke microphones, amplifier speakers, a can of Carlsberg Smooth Draught and stand a chance to win Bluetooth Headsets from its ‘POP’ & WIN’ nationwide promotion!

For every purchase of 580ml bottle of Carlsberg Smooth Draught, redeem a karaoke microphone with collection of 24 bottle caps or instantly get a FREE 320ml can of Carlsberg Smooth Draught with 12 bottle caps. These prizes are valid at participating hawker stalls, food courts and coffee shops from Sept 15th to Oct 15th, 2019.

Alternatively, head down to participating bars and pubs, cafes or bistros to get a FREE amplifier speaker with every purchase of two buckets of Carlsberg Smooth Draught pints (325ml).

Having a party at home? Buy RM20 and above of Carlsberg Smooth Draught at participating convenience stores and stand a chance to win a cool Bluetooth Headset from Oct 1st to Nov 30th, 2019! Simply take a snapshot of the receipt and WhatsApp the details as per instructions.

So, don’t miss out and start “POPPING” to “WIN” and redeem cool gadgets as you groove to the music with friends and family!

For more info and T&C, check out www.facebook.com/CarlsbergMY or visit www.probablythebest.com.my.

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 beers were brewed by Carlsberg’s founder J.C. Jacobsen in Copenhagen, Denmark in 1847 whilst the first locally brewed Carlsberg in Malaysia was in 1972.

Carlsberg, with strong association with football, has been a tournament sponsor of the UEFA EUROs since 1988, is the official partner of Liverpool FC for the last 27 years and has partnerships with five major national teams including England.

For further enquiries, please contact:

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Senior Brand Manager, Carlsberg brand		

Incorporated in 1969, Carlsberg Malaysia is a dynamic brewer with operations in Malaysia and Singapore, with stakes in a brewery in Sri Lanka. We also have a regional presence via exports to Thailand, Taiwan, Hong Kong and Laos.

Our international portfolio of brands features Probably The Best Beer In The World – Carlsberg, Probably The Smoothest Beer In The World – Carlsberg Smooth Draught and Probably The Best Strong Beer – Carlsberg Special Brew. This Carlsberg trio is complemented by international premium brews including France’s premium wheat beer Kronenbourg 1664 Blanc, Japan’s No.1 premium beer Asahi Super Dry, European cider Somersby, British-inspired Connor’s Stout Porter draught, US award-winning craft beer Brooklyn Brewery as well as Corona Extra, the imported premium Mexican beer brand. Our local brands include SKOL, Royal Stout, Jolly Shandy and Nutrimalt.

供即时发布

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2019 年 9 月 25 日

CARLSBERG 顺啤“即 POP 即赢”让音乐随心飘扬

POP 开一瓶 Carlsberg 顺啤即可赢取免费啤酒及音乐酷品!

莎阿南 25 日讯 – 堪称全球最顺啤酒九月至十月促销大派送，将送出超炫的音乐酷品，让音乐随心飘扬，令娱乐不打烊!

啤酒爱好者“POP”开顺啤畅饮，即有机会赢取超棒的扩音器、蓝牙卡拉 OK 麦克风、蓝牙耳机等超酷音乐小配件!

只须收集 24 个 Carlsberg 顺啤 ‘POP & WIN’ 瓶盖，即可拥有一套蓝牙卡拉 OK 麦克风。收集 12 个 ‘POP & WIN’ 瓶盖，即免费获得一罐 320 毫升的 Carlsberg 顺啤。促销日期由 9 月 15 日至 10 月 15 日，只限参与的小贩中心、美食中心及咖啡店销售的大瓶装。在促销期间前往参与的酒吧、酒廊、餐馆享饮两桶 Carlsberg 顺啤的啤酒爱好者，即可获得一套扩音器，让你与朋友之约充满音悦。

如果想在家里小酌，则只须在 10 月 1 日至 11 月 30 日期间，前往参与的便利店购买 20 令吉以上的 Carlsberg 顺啤，即有机会赢取一套炫酷的蓝牙耳机! 你只需拍摄收据，然后附上个人资料，再根据说明发出 WhatsApp 即可。

机会不等人，即刻让“POP”声响起，马上“WIN”，即刻兑换超炫的酷品，让你与朋友们一起随音乐律动起来!

欲了解更多资讯及条件规则，请登录 www.facebook.com/CarlsbergMY 或浏览 www.probablythebest.com.my。

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