

FOR IMMEDIATE RELEASE

Press Statement 1/2024

2 January 2024

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Soar into the Year of the Dragon with Carlsberg's Exclusive Chinese New Year Cans and Bottles!

Celebrate '*Brewing Prosperity Together*' this Chinese New Year while enjoying *Prosperity & Smoothness* throughout the festive season.

SHAH ALAM, 2 January 2024 – Carlsberg's CNY campaign '*Brewing Prosperity Together*' is back with another exciting array of artist-edition festive packaging, captivating events, and exclusive promotions that promise to bring people together in the spirit of celebration. The essence of '*Brewing Prosperity Together*' or 合家团圆, 喜乐龙龙 is aimed at elevating much-anticipated reunions with loved and dear ones whilst ushering in prosperity and smoothness for the year ahead.

The brewer's highly sought-after annual artist-edition packaging, designed by award-winning artist Ofen Hu, reflects the vibrant energy of the Year of the Dragon. There is also an added surprise to Hu's contemporary twist on traditional art, where a special ink transforms the dragon pearl on chilled cans from yellow to auspicious orange at the perfect drinking temperature of 6°C. The number 6, considered lucky in Feng Shui, also adds cultural significance, symbolising happiness and blessings. As family and friends gather to herald the arrival of good fortune and wealth in the year ahead, Carlsberg makes each sip a celebration of both artistry and auspicious beginnings.

The charming design adorning the bottles and cans of Carlsberg Danish Pilsner which signifies prosperity and Carlsberg Smooth Draught representing greetings of smoothness, depicts a captivating narrative of the Wood Dragon, rousing from its slumber in the tender embrace of Spring. The dragon is portrayed moving with grace and fluidity through the serene clouds, swaying its tail playfully as it chases its dragon pearl, a mystical symbol of cosmic harmony while its scales transform into beautiful flowers bringing everyone an abundance of luck. The dynamic colours in the artwork also exude the limitless vitality of the season, encapsulating the essence of revitalisation, wealth, and happiness.

"Carlsberg has always been synonymous with celebrations, and we hope that this coming lunar new year, every moment is made #BestWithCarlsberg. This CNY we continue '*Brewing Prosperity Together*' with our consumers, and we wish them an amazing year ahead filled with good fortune, health and happiness. Even our artist-edition packaging extends across Malaysia, China, Singapore, Hong Kong, and Vietnam representing our desire to brew prosperity together across the region. May the Year of the Dragon bring success for everyone and let us soar into a great year ahead," shared Stefano Clini, Managing Director of Carlsberg Malaysia.

To kick off the celebration and usher in a prosperous CNY, Carlsberg's nationwide campaign will run across various platforms, offer consumers generous rewards, festive premium gifts, as well as many more goodies that brew prosperity together for consumers.

From 26 December to 29 February, consumers will be able to get their hands on a classy 20-inch Barry Smith luggage bag when they shop for 3 cartons of Carlsberg products, one of which must be 1664, Connor's or Somersby Apple Cider in super- and, hypermarkets as well as e-Commerce sites in West Malaysia.

Those who prefer a smaller 14-inch Barry Smith luggage bag can opt to get a carton of 1664 or Connor's at super- or, hypermarkets and 99 Speedmart nationwide. This exclusive gift is also available to e-Commerce shoppers in West Malaysia.

In Sabah and Sarawak super- and, hypermarket and 99 Speedmart shoppers can get a stylish Cornell compact hotpot when they stock up on two cartons of Carlsberg products, with one being 1664, Connor's or Somersby Apple Cider.

A chance to win one of ten 999 Gold hop leaf weighing 9.9 grams each from Habib Jewels awaits shoppers exclusively at 99 Speedmart in West Malaysia with the purchase of two cartons of Carlsberg Danish Pilsner, Carlsberg Smooth Draught, 1664, Connor's or Royal Stout from 8 January to end February 2024. As a bonus, shoppers will also immediately receive a Carlsberg-branded festive ceramic food tray with their purchase (while stock lasts).

In convenience stores, consumers can redeem RM5 in Touch n' Go eWallet credit and will be in the running to win a limited-edition Mahjong set for every purchase of RM20 worth of Carlsberg products between 1 January to 29 February 2024.

In food courts and hawker centres, consumers can redeem a set of limited-edition playing cards with every submission of 6 artist-edition bottle caps between 26 December 2023 to 11 February 2024. They also stand a chance to win one of 3,000 *ang pows* worth RM88, or one of 8 grand prize *ang pows* of RM8,888.

In bars and pubs, consumers also stand to win one of 25 limited edition TNTCO rummy sets each week when they spend RM100 or more on any combination of Carlsberg Danish Pilsner, Carlsberg Smooth Draught, 1664 or Connor's between 2 January to 9 February 2024. In addition, the top spenders of Carlsberg products on Shopee as well as on the Jaya Grocer Online Store via Grab will also get a TNTCO rummy set each.

Last but not least, 60 participating super- and hypermarkets in West Malaysia will run the Carlsberg's 'Drumming Prosperity Together' contests on selected weekends from 13 January to 4 February 2024, with purchase of Carlsberg products worth RM288 and more, consumers can take part in the contest and stand a chance to win Mahjong sets, Touch 'n Go eWallet Credit or a 4-can pack of Somersby Apple 0.0.

There's more! Attend 'Drumming Prosperity Together' 'CNY Night' at 97 food courts and hawker centres nationwide from 15 January to 24 February to win even more of these great prizes.

For more exciting news and information on Carlsberg's Chinese New Year celebrations, promotions and locations, visit www.carlsbergcny.com.my or follow @CarlsbergMY on Facebook at

www.facebook.com/CarlsbergMY for the latest updates! And remember, as part of advocating responsible consumption, **#CELEBRATERESPONSIBLY** – if you drink, don't drive.

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For more communication materials, scan here:



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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. We also have a regional presence via exports to Hong Kong, Taiwan, Laos, Cambodia and Thailand.

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. This Carlsberg trio is complemented by international premium brews including France's premium wheat beer 1664 Blanc, 1664 Rosé, European cider Somersby, British-inspired Connor's Stout Porter draught, and US award-winning craft beer Brooklyn Brewery as well as Tuborg Strong. Our local brands include SKOL, Royal Stout and Nutrimalt.

Our approximately 600-strong workforce sell our products in a responsible manner within our sustainability-driven business. Our products are for non-Muslim consumers aged 21 and above. Please **#CELEBRATE**Responsibly – if you drink, don't drive! Find out more at www.carlsbergmalaysia.com.my

与 Carlsberg 独家农历新年罐装和瓶装设计飞跃龙年

这个农历新年与 Carlsberg “合家团圆，喜乐龙龙”，一起启福年，启顺年

（莎亚南 2024 年 1 月 2 日）Carlsberg 以“合家团圆，喜乐龙龙”为主题的新春活动再度回归，带来一系列令人振奋的艺术版节日包装、引人入胜的活动和独家促销，邀请各位尽情沉浸在佳节团圆的欢乐当中。“合家团圆，喜乐龙龙”旨在让丰富且温馨的传统节日锦上添花，让亲朋好友的相聚的同时，一起在新的一年里启福年，启顺年。

Carlsberg 备受关注的农历新年艺术家版包装由屡获殊荣的艺术家胡云峰（Ofen Hu）精心设计，充分体现龙年魅力风采。此外，艺术家版罐装也备有惊喜元素，添加佳节精彩。一旦啤酒达到 6° C 的最佳饮用温度，采用特殊墨水打造的龙珠，将从黄色变成吉祥橙色。同时，在风水中被视为吉祥数字“6”也代表着幸福和祝福。当亲朋好友欢聚一堂，迎接龙年的好运与繁荣时，Carlsberg 让每一啜都成为艺术和吉祥开端的庆典。

该精美设计出现在伴随大家“启福年”的 Carlsberg Danish Pilsner “启顺年”的 Carlsberg 顺啤（Carlsberg Smooth Draught）罐装和瓶装上，描绘一条木龙从沉睡中苏醒，拥入春天温柔的怀抱。在宁静的云层中，这条龙优雅且流畅地移动，调皮地摇动尾巴，追逐着宇宙和谐的神秘象征——龙珠，而它的鳞片则变成了美丽的花朵，给每个人带来好运。作品中的动感色彩也蕴意着佳节无限生机，以及振兴、繁荣和幸福。

马来西亚 Carlsberg 集团董事经理葛利尼（Stefano Clini）表示：“Carlsberg 一向来与佳节庆典息息相关，我们希望在来临的农历新年，大家的每分每刻都是 #BestWithCarlsberg。这个龙年，我们以‘合家团圆，喜乐龙龙’为主题，祝福消费者在新的一年里鸿运当头，幸福安康。我们的艺术家版包装设计也遍布马来西亚、中国、新加坡、香港和越南，代表着我们对共酿区域繁荣的愿望。祝大家龙年腾飞，万事如意，让我们向更美好的一年飞翔！”

为了拉开佳节序幕，迎接大吉大利的龙年，Carlsberg 全国促销活动将在各大平台展开，并提供丰厚奖品、精致佳节礼品等好康，为消费者添好运。

从 12 月 26 日至 2 月 29 日，消费者只要在西马超市、霸市和电商平台，购买 3 箱 Carlsberg 旗下产品，其中包括一箱 1664、Connor's 或 Somersby Apple Cider，即可获得 20 寸 Barry Smith 行李箱。

对于喜欢 14 寸 Barry Smith 随身行李的消费者可在全国的超市、霸市和 99 Speedmart 连锁购买一箱 1664 或 Connor's。而这促销活动也适用于西马的电商平台购物者。

沙巴、砂拉越的消费者，凡在超市、霸市和 99 Speedmart 连锁购买 2 箱 Carlsberg 旗下产品，其中包括一箱 1664、Connor's 或 Somersby Apple Cider，即可获得免费 Cornell 电锅。

在 1 月 8 日至 2 月尾的新年期间，在西马的 99 Speedmart 连锁购买 2 箱 Carlsberg Danish Pilsner、Carlsberg 顺啤（Carlsberg Smooth Draught）、1664 或 Royal Stout，即可有机会赢取由 Habib Jewels

提供的 10 枚 9.9 克重的 999 金啤酒花叶之一。作为奖励，消费者还可立即获得一个 Carlsberg 优质食品托盘摆放佳节佳品（送完即止）。

此外，从 1 月 1 日至 2 月 29 日，在便利店购买价值 20 令吉 Carlsberg 旗下产品的消费者，即可兑换 5 令吉的 Touch n' Go 电子钱包积分，也可享有机会赢取限量版麻将套组。

从 12 月 26 日至 2 月 11 日，在美食中心、茶餐室提交 6 个艺术家版酒瓶盖的消费者，即可兑换一套限量版扑克牌，并享有机会成为赢取 88 令吉红包的 3000 名幸运儿之一，或价值 8888 令吉红包大奖的 8 名幸运儿之一。

在 1 月 2 日至 2 月 9 日期间，在酒吧和酒馆以 100 令吉或以上畅饮 Carlsberg Danish Pilsner、Carlsberg 顺啤 (Carlsberg Smooth Draught)、1664 或 Connor's 任何组合的消费者，能够享有机会赢取每星期送出的限量版 TNTCO 拉米麻将套组 (Rummy Set) (共 25 份)。农历新年促销期间，通过 Shopee 平台、Grab 应用程序中在 Jaya Grocer 网店购买 Carlsberg 旗下产品的最高消费者，也可获得一份 TNTCO 拉米麻将套组。

另外，于 1 月 13 日至 2 月 4 日期间的特定周末，在西马 60 家有参与活动的超市、霸市将提供赢取激动人心奖品的机会。凡购买 288 令吉或以上 Carlsberg 旗下产品的消费者，即可参与“擂鼓震响，大吉大利” (Drumming Prosperity Together) 竞赛，并有机会赢取麻将套组、Touch 'n Go eWallet 电子钱包积分或 4 罐装 Somersby Apple 0.0。

从 1 月 15 日起至 2 月 24 日，在全国 97 家美食中心和茶餐室举办的“新春之夜”活动上参与“擂鼓震响，大吉大利”竞赛，享有更多机会赢取丰富大奖。

欲知更多关于 Carlsberg 农历新年活动、促销及地点的精彩资讯与详情，敬请浏览 www.carlsbergcny.com.my，或跟踪 @CarlsbergMY 脸书专页 (www.facebook.com/CarlsbergMY) 获取最新动态！#理性饮酒，你我有责——时时刻刻牢记“酒后不开车，平安到永久”！

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