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**PRESS
RELEASE**

Carlsberg Malaysia adds Asahi Super Dry to its portfolio premium beers

The No.1 Japanese beer around the world is now available on tap

Shah Alam, 13th December 2011: Carlsberg Malaysia, the country's most dynamic brewer, continues to drive growth of its premium beer segment by adding Asahi Super Dry, the No.1 Japanese beer around the world to its growing portfolio credentials.

Following a recent agreement signing with Asahi Breweries Ltd (ABL), Carlsberg Malaysia has been awarded the rights to locally manufacture, sell and distribute one of Asia's fastest growing premium beers.

Officially launched today, Asahi Super Dry draught – an extension to the existing bottle and can packaging – will be brewed locally by Carlsberg Malaysia at its brewery in Shah Alam, and is now available on tap at selected trendy bars, concept restaurants and high-end eateries nationwide.

Commenting on the launch of Asahi Super Dry, Soren Ravn, Managing Director of Carlsberg Brewery Malaysia Bhd said that "Malaysian's can now enjoy Asahi Super Dry using Karakuchi, a secretly guarded Japanese brewing style, that has not only captured the taste buds of premium beer drinkers the world over but that has also set the gold standard in Japanese brewing."

Asahi Super Dry is brewed in a unique Karakuchi style to give a clean, crisp and refreshing taste with no bitterness.

He said that "Given Japan's cultural obsession for perfection and uncompromising product quality standards, we are indeed delighted to have been awarded the rights to manufacture Asahi Super Dry locally. Such a landmark agreement is testament to Carlsberg Malaysia's brewing expertise and exacting values. It also means that product freshness is always assured and so is competitive pricing in the premium beer segment."

Upbeat about the growth potential of Carlsberg Malaysia's premium beer segment, Mr Ravn added that "The launching of Asahi Super Dry optimizes our product mix and complements our existing premium beer portfolio."

"Today's launch marks another milestone in Carlsberg Malaysia's journey to becoming the country's most dynamic portfolio company – a move that will strengthen our growth in the premium beer segment and our earnings in the medium to long term," he concluded.

Mr Toshido Kodato, Director, Corporate Officer, of Asahi Breweries Ltd commented that "Carlsberg Malaysia has one of the best quality breweries in the region and was hence hand picked to brew Asahi Super Dry."

"Carlsberg Malaysia is second brewery in the Carlsberg Group Worldwide after Baltika Breweries (Carlsberg Russia) that was awarded the rights to manufacture this high quality beer," Kodato-san added.

The launch today was designed to stimulate an overall shift in senses and encouraged guests to rediscover their love for beer with Asahi Super Dry.

Reflective of how discerning consumers are shifting from mainstream beers to beers which offer a unique drinking experience, the event featured a venue transformation from a Japanese garden under the midnight sky to a pulsating cosmopolitan global club environment that kept guests entertained and engaged by way of creating experiential shifts in sights, sounds and tastes.

The evening saw 300 guests unlocking their imagination in streets of Tokyo with DJ Faith and an enigmatic Harajuku dance troupe; experience the energy and excitement of Sydney with Dennis Lau and beatboxer Shawn Lee; and revel in cosmopolitan New York's high life with singer-songwriter Nadhira and rapper Vandal.

The launch of Asahi Super Dry (No. 1 Japanese beer around the world) compliments Carlsberg Malaysia's premium beer portfolio which includes seven of the world's favorite brands : Kronenbourg 1664 & Blanc (No. 1 beer of France), Corona (No. 1 beer of Mexico), Budweiser (No. 1 beer of USA), Fosters (No. 1 beer of Australia), Becks (No. 1 beer of German), and Hoegaarden (No. 1 Wheat beer of Belgium).

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马来西亚 Carlsberg 特级啤酒增新一员 Asahi Super Dry
亚洲第一特级啤酒现备有桶装

(莎阿南 12 月 13 日讯)：马来西亚 Carlsberg 集团，把世界第一的日本啤酒 Asahi Super Dry 加入于旗下佳酿阵容，借此继续推动其在特级啤酒领域的成长势头。

马来西亚 Carlsberg 集团与 Asahi Breweries Ltd (ABL)以达成协议，获授权在本地生产、销售和分销这亚洲成长最快的特级啤酒。

今天正式推出大马市场的 Asahi Super Dry 生啤，将由马来西亚 Carlsberg 集团位于莎阿南的啤酒厂负责酿制，为现有的瓶装与罐装以外加添新选择。全国特选时尚酒吧、概念餐馆和高级食肆现也备有桶装生啤发售。

马来西亚 Carlsberg 集团董事经理王守仁先生在 Asahi Super Dry 的推介礼上表示：“现在，大马人可以尽情享受 Asahi 的 Karakuchi 风格啤酒了！它清凉畅爽的滋味不但深受世界特级啤酒饮家的喜爱，也为日本酿酒领域设下了高品质的酿制标准。”

Asahi Super Dry 啤酒是以独特的 Karakuchi（干）方式酿造而成，具有无与伦比的纯正清爽口感，清新味道和没有苦涩的口感。

他表示：“日本文化非常强调对完美的追求以及严格的品质标准。因此，能够获得 Asahi 在本地的生产权，我们真的非常高兴。这项具有里程碑意义的协议再次证明了马来西亚 Carlsberg 集团在酿酒方面的专业知识和严谨的价值观。这也意味着，该产品的新鲜度将获得保证，其价格在高档啤酒市场中也极具竞争力。”

王守仁对马来西亚 Carlsberg 集团旗下特级啤酒的成长潜力表示乐观，他补充说：“Asahi Super Dry 啤酒的推介让我们现有的特级啤酒产品组合更加全面和完整。”

“今天的发布会显示马来西亚 Carlsberg 集团成长的另一个里程碑，也让该公司成为全国拥有最多产品组合的活跃公司之一。此举将继续加强我们在特级啤酒领域的成长，并且有助于提高我们在中长期的收入”他总结说。

Asahi 集团控股有限公司董事兼企业主管 Toshido Kodato 先生评论说：“马来西亚

Carlsberg 集团拥有本区域最优质的酿酒厂，因此被选在本地酿造 Asahi Super Dry 啤酒。”

Kodato 先生表示：“马来西亚 Carlsberg 集团是 Carlsberg 集团全球旗下继 Baltika 酿酒厂（Carlsberg 俄罗斯）之后第二间获得 Asahi Super Dry 特级啤酒生产权的酿酒厂。”

今天举办的 Asahi Super Dry 推介礼，全程经过特别设计，主办单位希望通过 Asahi Super Dry 啤酒独特的 Karakuchi 滋味，刺激来宾的感官体验，并且鼓励宾客找回他们对啤酒的热爱。

该项活动反映了口味讲究的消费者，从主流啤酒转移到能够提供独特饮酒体验的啤酒品牌潮流。推介礼的场地从午夜星空下的日本庭园，摇身一变成为热力四射的都会俱乐部，以视觉、听觉和味觉的变化营造不同的体验，让到场的来宾沉醉其中。

当晚，约 300 位来宾在 DJ Faith 以及神秘的原宿舞蹈艺术团的带领下展开了他们的东京街头幻想之旅；在 Dennis Lau 和 Shawn Lee 的精彩表演中，体验来自悉尼的活力与激情；并且在创作歌手 Nadhira 和饶舌歌手 Vandal 的演出中，感受在纽约国际化的都会生活。

Asahi Super Dry（世界第一的日本啤酒）进一步完整了马来西亚 Carlsberg 集团特级啤酒产品系列，其中包括七大世界最受欢迎的啤酒品牌：Kronenbourg 1664 & Blanc（法国第一的啤酒）、Corona（墨西哥第一的啤酒）、Budweiser（美国第一的啤酒）、Fosters（澳洲第一的啤酒）、Becks（德国第一的啤酒）以及 Hoegaarden（比利时第一的小麦啤酒）。

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About Carlsberg Brewery Malaysia Berhad Group (Carlsberg Malaysia Group)

The Carlsberg Malaysia Group has a wide portfolio including 7 out of the world's international leading beer brands which are :

1. Carlsberg – the No.1 beer brand in Malaysia
2. Top international premium beer brands that include Asahi Super Dry, Kronenbourg, Corona, Budweiser, Stella Artois, Becks, Fosters
3. Specialty brands that include Hoegaarden, Erdinger, Franziskaner, Tetley's Ale
4. Other beer brands that include Asahi Dry, Skol Lager, Danish Royal Stout, Connors Stout (draught)

For more information, please visit www.carlsbergmalaysia.com.my

About Asahi

Asahi means Rising Sun. Karakuchi means Dry. And the added adjective 'Super' is to reinforce the beer's crispness. Asahi Super Dry is Japan's first Karakuchi (dry) beer – the No. 1 in Japan, the No. 1 Japanese beer around the world, and one of the world's fastest growing premium Asian beers. Introduced in 1987, Asahi Super Dry, packaged with a metallic exterior/casing, boasts a unique Karakuchi style to give a clean, crisp, refreshing with no bitterness.

关于马来西亚 Carlsberg 集团 (Carlsberg Malaysia Group)

马来西亚 Carlsberg 集团旗下拥有广泛的啤酒产品，其中包括世界七大领先国际的啤酒品牌：

1. **Carlsberg**——马来西亚第一的啤酒品牌
 2. 国际顶尖高级啤酒品牌，包括 *Asahi*、*Krenenbourg*、*Corona*、*Budwiser*、*Stella Artois*、*Becks*、*Fosters*
 3. 特级啤酒品牌，其中包括 *Hoergarden*、*Erdinger*、*Franziskaner*、*Tetley's Ale*
 4. 其他啤酒品牌，包括 *Asahi Dry*、*Skol Lager*、*Danish Royal Stout*、*Connors Stout* (生啤)
- 欲了解更多详情，请浏览 www.carlsbergmalaysia.com.my

关于 Asahi

Asahi 是“旭日”的意思。 *Karakuchi* 则意味着“干”。加上“*Super*”这个形容词是为了强调啤酒清新畅爽的口感。*Asahi Super Dry* 是日本第一的 *Karakuchi* (干) 啤酒——日本排名第一，世界排名第一的日本啤酒，也是世界成长最快的优质亚洲啤酒。*Asahi Super Dry* 在 1987 年推出市场，备有金属感十足的包装外形，具有出无与伦比的纯正清爽口感，味道清新无比，没有苦涩的感觉。

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