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Page 1 of 4

## Carlsberg Smooth Draught Gets Inked to Celebrate The Pride of Sabah and Sarawak

The special-edition packaging accentuates Borneo's most iconic elements through traditional tattoo art style.

**SHAH ALAM, 20 April 2023** – Carlsberg Smooth Draught returns to celebrate Sabahan and Sarawakian pride for the 3<sup>rd</sup> consecutive year with artful traditional tattooing designs of six beautiful icons from the Borneo islands, curated by tattoo artists Sarawakian Ernesto Kalum and Sabahan Carlos Benny Majakil.

Staying true to the brand's intent to celebrate and iconise the beautiful and extraordinary Bornean wildlife and amazing natural wonders, Carlsberg Smooth Draught's special-edition packaging intrinsically features the quintessential Hornbill, Longhouse, the Sape of Sarawak, as well as the Rafflesia, Orangutan and the majestic Mount Kinabalu of Sabah in a marriage of local art and beer.

Designed by locals for locals, the Carlsberg Smooth Draught special-edition packaging presents the six Borneo icons in a traditional yet contemporary tattoo aesthetic. The creative artwork is a collaborative masterpiece between two well-known tattoo artists Ernesto Kalum and Carlos Benny Majakil to bring people together in appreciation and celebration of the vibrant art of the stunning Borneo islands.

Exclusive to consumers in Sabah and Sarawak and available in 320ml cans and 580ml bottles, the six Carlsberg Smooth Draught special-edition designs will be introduced over three phases through consumer promotions. The first two designs were revealed in April, followed by the release of another two beginning July through September with the final two designs to be showcased in the last quarter of the year.

"We believe that celebrations are always best with Carlsberg. Over the past three years, we have been paying homage to the people, arts and celebrations of Sabah and Sarawak through our special-edition packaging. This year, we take a step further in theming the six designs, with the art style of Bornean tattooing. Having had very encouraging responses and reviews from our consumers over the past two years, we believe that our efforts to promote "by locals for locals" this year will further boost the celebrations in Sabah and Sarawak," said Olga Pulyaeva, Marketing Director of Carlsberg Malaysia.

"My inspiration for these designs is quite literally everything around us. Right outside our window there is nature like the trees, animals, and beings we can or cannot see. The aim of every design is to show how we are all connected and told through a story," commented Kalum.

"This collaboration will definitely open up doors for more people around the world to appreciate our East Malaysia tattoo art culture. I'm very happy that Carlsberg not only recognises our culture but celebrates it together with us," said Majakil.



From now until the end of June, collectors and beer lovers in Sabah and Sarawak can stand a chance to win cool gadgets including the iPad Air, iPhone and AirPods. Each entry must come with a purchase of at least RM200 of Carlsberg Danish Pilsner or Carlsberg Smooth Draught at participating bars and pubs, 12 big bottles at food courts and coffee shops, or a 24-can carton at super hypermarkets and other retail outlets, respectively, in a single receipt. With these purchases, consumers can also immediately redeem special-edition Sabah and Sarawak t-shirts featuring two collectible designs.

Visit <https://carlsbergsabahsarawak.com> to find out more about promotions in-store. 'Like' and 'Follow' @CarlsbergMY on Facebook and Instagram for Carlsberg Smooth Draught's latest activities and giveaways.

At Carlsberg Malaysia, we advocate responsible consumption, always remember if you drink, don't drive – **#CELEBRATERESPONSIBLY**.

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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, Japan's No.1 premium beer Asahi Super Dry, 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 **#CELEBRATERESPONSIBLY** – if you drink, don't drive!  
Find out more at [www.carlsbergmalaysia.com.my](http://www.carlsbergmalaysia.com.my).

## Carlsberg 顺啤纹上精美设计欢庆沙巴和砂拉越之最

限量版特别包装以传统纹身艺术风格突出了沙巴和砂拉越最具标志性的元素

（莎亚南 2023 年 4 月 20 日讯）Carlsberg 顺啤（Carlsberg Smooth Draught）连续第三年欢庆沙巴和砂拉越之最，将巧妙的传统纹身艺术风格融入两地代表的六个美丽标志、由来自砂拉越和沙巴的纹身艺术家 Ernesto Kalum 和 Carlos Benny Majakil 设计。

为了庆祝美丽的沙巴和砂拉越的特殊野生生物和自然奇观，Carlsberg 顺啤限量版包装展示了两地标志性的犀鸟、长屋、沙贝琴，莱佛士花、人猿、以及雄伟的京那巴鲁山，巧妙地把当地艺术和啤酒结合在一起。

由本地人为本地人创造的 Carlsberg 顺啤限量版包装，以传统且现代的纹身艺术风格呈现出代表两地的六种图案。有关创意作品是两位知名纹身艺术家 Ernesto Kalum 和 Carlos Benny Majakil 的合作杰作，让大家齐聚欣赏感受两地充满活力的艺术。

专为沙巴和砂拉越消费者独家打造，这六款 Carlsberg 顺啤特别限量版包装以 320 毫升罐装和 580 毫升瓶装出售，并将以三个阶段的消费者促销推出。首两款设计于 4 月已亮相，接下来两款设计将从 7 月至 9 月推出，而最后两款设计将于今年最后一个季度揭晓。

“我们相信各大欢庆活动必有 Carlsberg 为佳。过去三年里，我们一直通过限量版包装向沙巴和砂拉越人们、艺术和庆典致敬。今年，我们更进一步，以两地纹身艺术风格展现六款设计主题。过去的两年，我们的消费者给予了非常鼓励的回应和评价，相信我们今年在推广‘本地人为本地人’理念的努力，将进一步提升在沙巴和砂拉越的欢庆活动。”马来西亚 Carlsberg 集团市场总监奥加尔（Olga Pulyaeva）说。

Kalum 表示，“这些设计灵感来自我们周围的一切。就在我们的窗外，有大自然的存在，如树木，动物和我们看得见和看不见的事物。每个设计目的都是通过故事表达描述我们大家都是相连的。”

Majakil 补充道，“这项合作这肯定会为世界各地更多人打开大门，让他们欣赏我们东马的纹身艺术文化。我很高兴 Carlsberg 不仅认可我们的文化，而且与大家一起庆祝它。”

从即日起至 6 月尾，沙巴和砂拉越的收藏家和啤酒爱好者可享有机会赢取电子产品，包括 iPad Air、iPhone 以及 AirPods。每一份参与是凭单张收据，在有参与的酒吧和酒馆购买至少 200 令吉的 Carlsberg Danish Pilsner 或 Carlsberg 顺啤，或在美食中心和咖啡店购买 12 支大瓶，超市霸市和其他零售店购买一箱即 24 罐即可参加。通过这些购买，消费者还可以立即兑换两种限量版沙巴和砂拉越 T 恤。



浏览 <https://carlsbergsabahsarawak.com> 以了解有关促销详情。在脸书和 Instagram 按赞跟踪 @CarlsbergMY 以获知 Carlsberg 顺啤酒最新活动和好康。

在马来西亚 Carlsberg，我们提倡负责任的消费，牢牢记住#理性饮酒，“酒后不开车，平安到永久”。

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