

FOR IMMEDIATE RELEASE

Press Statement 1/2019

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Celebrate Prosperity, Happiness, Wealth and Good Luck in Vibrant Red, Pink, Green and Blue with Carlsberg this CNY!

Get cash ang paus, attractive prizes or free groceries with Carlsberg's "Prosperity Begins With A POP!" campaign

Kuala Lumpur, 8 January 2019 – Carlsberg brought to LIVE “Prosperity Begins with a POP!” this Chinese New Year (CNY) wishing consumers an abundance of Prosperity, Happiness, Wealth and Good Luck in vibrant red, green, pink and blue colours across its limited-edition packaging, promotions and campaign activities.

Held at Hao Xiang Chi Seafood in Pudu, KL, Carlsberg Malaysia feted approximately 500 trade partners and media guests to an enthralling and sumptuous CNY campaign launch gala dinner. Guests were captivated by the adaptation of the vibrant and colourful bottle caps and cans in red, green, pink and blue which painted a colourful ambience and celebratory festive mood.

Guests experienced the true CNY festive cheer as they engaged in the ongoing activities and promotions of Carlsberg's “Prosperity Begins With A POP!” campaign carried out across pubs, restaurants, food courts, coffee shops as well as super-and-hypermarkets.

“Proud to be in the forefront of innovation, we celebrate this CNY with not just one colour – red but three, adding vibrant green, pink and blue - to Carlsberg and Carlsberg Smooth Draught bottles and cans, giving a modern twist to the four Chinese greeting messages of Prosperity, Happiness, Wealth and Good Luck!” Lars Lehmann, Carlsberg's Managing Director, said in his opening address.

Guests engaged in various fun and exciting activities like having a first-hand experience at the replicated “Probably The Best CNY Shopping Experience – You Shop, Carlsberg Pays!” booth where they got to “POP” a giant Carlsberg Smooth Draught can to stand a chance of winning RM800 worth of groceries all paid for by Carlsberg and beers!

Back by popular demand for the third consecutive year, “Probably The Best CNY Shopping Experience” activations will be held at participating supermarkets and hypermarkets on 12, 13, 19, 20, 21, 24, 26 and 27 January 2019. Thus far, 65 winners got lucky at the activations that took place on 30 December, 5 and 6 January winning the Grand Prize of groceries all paid for by Carlsberg!

Check your forecast for 2019 on CarlsbergMY's Facebook page as renowned Feng Shui consultant Dato' Joey Yap unveils his predictions for the 12 Chinese Zodiac signs in relation to the elements of Prosperity, Happiness, Wealth and Good Luck.

Stand a chance to win fantastic grand prizes consisting of electronic mahjong table sets that auto shuffles and sorts the game tiles that comes in two sets for convenience and hassle-free enjoyment! Other exciting prizes like limited edition mahjong sets, RM100 ang paus and playing cards are up for grabs too! All you need to do is check the winning icon under the bottle caps when enjoying Carlsberg and Carlsberg Smooth Draught big bottles at coffee shops and food courts.

Own a mahjong set by topping up RM88 when they buy two cartons of Carlsberg or Carlsberg Smooth Draught AND one carton of Somersby (any variant) OR one carton of Kronenbourg 1664 Blanc. Meanwhile, Tesco is giving away FREE mahjong sets when consumers spend RM600 on Carlsberg Malaysia products.

"Prosperity Begins With A POP!" also at bistros, restaurants and pubs when consumers enjoy Carlsberg or Carlsberg Smooth Draught to get a deck of playing cards and stand to win a RM100 beer voucher!

It was a memorable event for guests as they took home a timely personalised gift pack each containing Carlsberg and Carlsberg Smooth Draught featuring the four festive colours with their zodiac and names calligraphed on it.

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 25 years and has partnerships with five major national teams including England.

For further enquiries, please contact:

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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.

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Carlsberg 新年新装精彩四色 ‘大红’、‘宝蓝’、‘钻绿’、 ‘粉红’ 齐贺福喜发旺!

Carlsberg ‘鸿运当头，一 POP 万赢!’ 活动大派现金红包、奖赏丰富奖品，还有免费新年购物

吉隆坡 8 日讯 – 正值送狗迎猪之际，Carlsberg 推出“鸿运当头，一 POP 万赢!” 促销活动，为其包装换上限量版新年装，穿红戴绿、披蓝配粉红，以鲜艳亮丽彩妆向全国消费者拜个早年。

马来西亚 Carlsberg 在吉隆坡半山芭好想吃海鲜大酒家举行这项新年活动推介礼，一共有 500 位商业伙伴与媒体人共襄盛举和共享盛宴。推介现场的装饰以瓶盖和罐装的颜色大红、宝蓝、钻绿及粉红为主，色彩鲜艳时尚，但也不失传统春节喜庆，更成为打卡的好所在，令在场的嘉宾都喜不胜收。

预备在酒吧餐厅、美食中心、咖啡店以及超市和霸市上演的 Carlsberg “鸿运当头，一 POP 万赢!” 促销活动，也被完整搬到在现场，让在场的嘉宾预先体验了春节‘福喜发旺’的喜气。

Carlsberg 董事经理雷盟在致开幕词时说：“我很高兴，我们能一直走在创新的前端，令华人新年不再是单调的一种红色。我们为 Carlsberg 与 Carlsberg 顺啤的瓶装和罐装再添三种鲜艳的颜色，即宝蓝、粉红和钻绿，再配上‘福、喜、发、旺’四个极富吉祥寓意的中文字，令整体彰显时尚而且不失传统典雅！”

来宾们都乐在各项充满趣味又刺激的互动活动之中，包括率先体验“堪称最佳新年购物体验”活动，只要他们“POP”开巨型 Carlsberg 顺啤罐，即可获赏丰富奖品，包括总值 800 令吉购物车杂货和 Carlsberg 啤酒。

Carlsberg 也徇众要求，连续三年举行这项活动，让全马消费者有机会把免费啤酒带回家，甚至赢取巨奖，即由 Carlsberg 替您支付价值高达 RM800 的年货！这项活动订于 1 月 12 日、13 日、19 日、20 日、21 日、24 日、26 日及 27 日在各参与超市和霸市进行。已于去年 12 月 30 日、今年 1 月 5 日及 6 日进行的活动，已经产生了 65 位巨奖幸运优胜者出炉！

如果您想知道自己的猪年运程，就请登录 CarlsbergMY 脸书粉丝专页，风水专家 Dato’ Joey Yap 将为您分解 12 生肖与福喜发旺连接性。

促销活动正在全国火热进行，别让机会溜过，马上畅饮 Carlsberg 和 Carlsberg 顺啤，即有机会赢取一台懂得自动洗牌的电子智能麻将桌，而且还附送两副麻将牌，一共有 100 套待你赢回家！此外，另备限量版麻将牌、100 元现金红包及精美扑克牌等你领回去！但是，每次开瓶时，一定要留意检查瓶盖内垫，好运大礼就在里边。

凡购买两箱 Carlsberg 或 Carlsberg 顺啤，再加一箱 Somersby (任何口味) 或一箱 Kronenbourg 1664 Blanc，另付 88 令吉即可获得一副限量版麻将牌。此外，凡在 Tesco 购买 RM600 的马来西亚 Carlsberg 产品即可免费获得一副限量版麻将牌。

前往参与餐厅和酒吧畅饮 Carlsberg 或 Carlsberg 顺啤，也一样可以参加“鸿运当头，一 POP 万赢！”活动，消费者将获得一副扑克牌，并有机会赢取一份 RM100 啤酒礼券！

当晚亦是来宾们的一场难忘盛宴，人手一份个人化礼物，内含有四彩 Carlsberg 及 Carlsberg 顺啤，以及附有以书法书写他们的名字和生肖各一。

关于更多详情及细则，敬请登录 www.facebook.com/CarlsbergMY 或浏览 www.probablythebest.com.my。

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