

FOR IMMEDIATE RELEASE

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## Night Made Right with Connor's Stout Porter

### Connor's Stout Porter Lovers get "Straight to the Pint"

**KUALA LUMPUR, 31 March 2016** — No fluff, no drama, no pretence – Just Made Right. Connor's Stout Porter, a premium draught stout by Carlsberg Malaysia asks consumers to get straight to the pint at its 'A Night Made Right' activation launch at La Bodega and O'Galito, Pavillion KL shopping mall. Held in support of the '*Just Made Right*' campaign, the launch event drew a huge crowd of discerning stout drinkers enjoying their pint of Connor's Stout Porter in simple unadulterated fun with 'A Night Made Right'.

"Better in taste, younger in personality; Connor's Stout Porter's triple-digit growth since the launch of its new brand identity in March last year tells us that stout fans love it! Our tagline, '*Just Made Right*' embodies the essence of the brew – no big drama on brewing, just the right ingredients and processes of Connor's Stout Porter. Bringing the tagline to live, the 'A Night Made Right' activation is set to celebrate the joy sparked from a refreshing pint after a long day at work. Connor's Stout Porter is not about the larger than life exhilaration but for candid interactions and embracing everyday fun moments," said Juliet Yap, Marketing Director of Carlsberg Malaysia.

"Inspired by the original British Stout Porter recipe from the 1700's, Connor's Stout Porter was carefully concocted to deliver its crisp texture, gentle roasty undertones with a unique balance that's not too rich or too bitter. Topped with a creamy head, it'll take you straight to stout heaven. Now that's Connor's Stout Porter, *Just Made Right*. It's a brew made with our drinkers in mind – balanced taste, flavourful aroma making it satisfying and easy to drink," she added.

Getting straight to the pint, the launch of Connor's Stout Porter "A Night Made Right" was anything but pretentious. Paying tribute to the distinct British history of the original stout porter, a British Military Marching Band surprised guests with a unique drums piece. Local talent, Mad Sally entertained the crowd with its upbeat and lively tunes as guests loosen up their office attire and unwind with pints of Connor's Stout Porter.

Majestically standing at 10 feet in height, a giant pint of Connor's Stout Porter invited consumers to take a photo to enjoy half a pint of Connor's Stout Porter on the house. Guests were also invited to Pay What's Right. No you heard us right... During the special promo hour, consumers can choose to pay RM2, RM4, RM6, RM8 or RM10 – a promo price you think is right for Connor's Stout Porter and stand a chance to win RM500 cash voucher at participating outlets. Guests were also invited to partake in "Slide the Pint" game to win a free half pint of Connor's Stout Porter.

Missed out on the 'A Night Made Right' launch? Fret not - Connor's Stout Porter will be running the same activation at 80 outlets nationwide from April to May 2016. Consumers can 'Pay What's Right' for Connor's Stout Porter during the special promo hour and stand a chance to win RM500 cash voucher, try their hand at "Games Made Right" for a free half pint and snap a sharable picture for "Share for a Pint" to win some vouchers. Now that's a Night Made Just Right.

For more information on Connor's Stout Porter, please visit [www.facebook.com/ConnorsMY](http://www.facebook.com/ConnorsMY)

**About Connor's Stout Porter**

Introduced to the Carlsberg portfolio back in 2009, Connor's Stout Porter is a recipe recreated by our Master Brewer that was inspired by the original Stout Porter, in draught with 5% ABV, delivering the same perfect balance of bitterness and robustness that made it a popular choice among the British in the 1700's. Locally brewed to preserve its freshness, Connor's Stout Porter delivers a crisp texture, creamy head and gentle roasted undertones – a brew just made right for the everyday drinker.

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Incorporated in 1969 and listed on the Main Board of Bursa Malaysia Securities Berhad, Carlsberg Malaysia is part of Carlsberg Group with regional investment in Singapore and Sri Lanka. Our flagship brand – Carlsberg – is one of the best-known beer brands in the world whilst Kronenbourg 1664, Somersby, Asahi Super Dry are among the key premium brands in Malaysia. Approximately 600 people work for the Company, selling our products in a responsible manner and business managed sustainability.

Find out more at [www.carlsbergmalaysia.com.my](http://www.carlsbergmalaysia.com.my) .

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## CONNOR'S STOUT PORTER “超正今宵”

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(吉隆坡31日) 来西Carlsberg集团旗下生黑啤酒Connor's Stout Porter其消者在'A Night Made Right'推介礼上度过一个极其舒服、朴及不做作的夜晚, 以推今年“Just Made Right”的活。此推介礼于Pavilion 的La Bodega 和 O'Galito行, 并吸引了众多Connor's Stout Porter 好者到支持。Connor's Stout Porter自去年3月份特推介了全新的形象, 以搭配其迎合下黑啤家而制的完美佳后, 取得不的增长。

“更好的口感, 更年化的价格, 成功在去的12个月达到双倍的增率, 明了啤酒好者Connor's Stout Porter的不手! 我的口号“完美均衡, 恰到好处”, 体现了此生黑啤的精髓。 “A Night Made Right”的活主要代代时代男女上班族而。希望大家在一整天辛苦工作后, 能从Connor's Stout Porter恰到好处的香醇口感享受到独一无二的真体, 他们了解真正的美好时光就是与知己好友毫无拘束共享完美佳釀。”来西市叶翹涵如此表示。她充, “精心炮制的Connor's Stout Porter灵感源自1700年的正宗英国波特黑啤酒秘方。它有如出一的爽口感以及淡淡香烤滋味, 出不太烈亦不太苦的独一无二均匀滋味, 口感恰到好处。加上密的泡沫, 它会直接把你到生黑啤酒的天堂。均衡的口感和酒香的气息将我心和口感上无的足感。”

秉持恰到好处的本, 次的推介礼以但不失精彩的活与消者共享佳。了向正宗波特黑啤酒的源地致敬, Connor's Stout Porter特安排了一支身穿英制服的拉开序幕, 并以独特的演奏及舞蹈的伴奏下客来了不一的惊喜。本地著名 Mad Sally 以松快的曲大众, 客欣表演品Connor's Stout Porter的同, 也能卸下不必要的担, 放松身心做回真的自己, 享受朴舒服的一夜。

Connor's Stout Porter 也特于会上立了一具10尺高的巨型Connor's Stout Porter一品脱的模型供消者拍照并上与朋友分享。。来也被邀参与“Pay What's Right”活。在特促内, 所有消者可根据自己的心水促价格, 在RM2, RM4, RM6, RM8 或RM10之, 支付并享用一杯250ml的Connor's Stout Porter

。如消者的心水促价格与店主一，就有机会取价RM500 令吉的礼券。  
推介礼上所曾的“Slide for a Pint”趣味活也来玩得不亦乐乎。

了‘A Night Made Right’ 推介礼？着急！ Connor’s Stout Porter 将于  
2016年4月与5月在全国80个直地点似活。消者可以在特促内参与‘Pay  
What’s Right’ 活，也可以在‘Slide for a Pint’ 碰碰运气，以取250ml Connor’s Stout  
Porter，或者在‘Share for a Pint’活中分享照片，并取Connor’s Stout Porter的券。

欲知更多有关Connor’s Stout Porter的， www.facebook.com/ConnorsMY

### Connor’s Stout Porter

2009 Carlsberg Connor’s Stout Porter 1700  
ABV Connor’s Stout Porter —

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