

FOR IMMEDIATE RELEASE

Press Statement 23/2024

7 October 2024

Page 1 of 2

Experience ‘Real Smooth’ Moments with Carlsberg Smooth Draught!

Carlsberg Smooth Draught welcomes consumers to a ‘World of Smooth’ with every sip on every occasion

Shah Alam, 7 October 2024 – Carlsberg Smooth Draught, known for the draught-like smoothness of its drinking experience, is delighted to unveil its ‘Real Smooth’ campaign. A potpourri of boundless enjoyment, limitless fun, and lively moments crafted for individuals who savour life's every moment.

Carlsberg Smooth Draught calls on beer lovers to immerse themselves in a world that pulses with positive vibes, the trendiest food, the coolest tunes, and, of course, the smoothest beer ever. Whether its catching up with friends, enjoying a weekend BBQ, or simply unwinding after a long day, Carlsberg Smooth Draught ensures that smoothness reigns supreme in every **#BestWithCarlsberg** moment.

To further celebrate its unique smoothness, Carlsberg Smooth Draught has teamed up with the talented local creative collective, Loka Made, to bring the ‘World of Smooth’ to life through vibrant and dynamic graphic illustrations that capture the essence of smoothness. That’s not all—Carlsberg has taken it up a notch by launching an exclusive and attractive line of merchandise featuring sleek duffel bags, stylish sling and tote bags, and chic tumbler cans. To get your hands on this merch, follow @CarlsbergMY on Facebook and Instagram.

Additionally, for consumers at selected outlets, Carlsberg Smooth Draught has also lined up ‘The Smoothest Pop’ series featuring great beats by talented local artists. Consumers can expect performances by local talents such as [@diorlyng](#) amongst others, where they can engage and sing-along to their favourite songs.

“Last year, our ‘Real Spicy, Real Smooth’ campaign was focused on providing fast paced contrasts in experiences, but this year we’ve evolved the campaign to give our consumers uninterrupted but exciting moments of togetherness,” said Olga Pulyaeva, Marketing Director of Carlsberg Malaysia.

Fans of Carlsberg Smooth Draught can look forward to getting their hands on the limited-edition merchandise, which is not just an accessory but an artpiece of smooth moments through all channels and e-commerce sites from now until 30 November 2024.

For those who stock up at super/hypermarkets, 99 Speedmart or e-commerce sites, two cans of Carlsberg Smooth Draught get them one entry into the contest for the limited-edition duffel bag. Those who purchase two six-can packs of Carlsberg Smooth Draught also instantly gain RM5 Touch ‘n Go e-wallet credit.



Consumers can also get one entry when they purchase two cans of Carlsberg Smooth Draught at convenience stores and participating shops or when they purchase one one big bottle (580ml) at a RM1 discount for the duration of the promotion at coffee shops and eateries.

Over at pubs and entertainment outlets, Carlsberg Smooth Draught lovers who spend RM100 on the smooth brew get to walk away with the limited-edition sling bag.

For more information, visit www.bestwithcarlsberg.my or '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**.

– End –

For more information, please scan:



For further enquiries, please contact:

Contacts

Media Relations:

Team Carlsberg Malaysia:

Immy Ooi, Senior Manager, Corporate Affairs & Sustainability	+603-5522 6431	Immy.LI.Ooi@carlsberg.asia
Koh Kian Mei, Senior Brand Manager	+603-5522 6340	KianMei.Koh@carlsberg.asia

Team Continuum PR:

Michelle Bridget	+6012-697 7356	michelle.bridget@continuumpr.com
Goh I Ching	+6014-218 1906	iching@continuumpr.com

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 . This Carlsberg trio is complemented by international premium brews including France's premium wheat beer 1664 Blanc, 1664 Brut, 1664 Rosé, Japan's Sapporo Premium Beer, European cider Somersby, British-inspired Connor's Stout Porter draught, and 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

与 Carlsberg Smooth Draught 体验 Real Smooth 时刻

Carlsberg Smooth Draught 欢迎消费者饮进 World of Smooth 世界 每个场合每一口皆可

(莎亚南 2024 年 10 月 7 日) 擅于献上生啤般顺滑饮酒体验的 Carlsberg Smooth Draught, 以 Real Smooth 市场活动再次回归, 混合了无界享受、无限好玩, 还有生动时刻, 专为生活享乐者打造。

Carlsberg Smooth Draught 号召啤酒爱好者, 沉浸于一个正能量满满的世界, 在这里有最潮的美食、最酷的曲子, 当然还有最顺滑的啤酒。无论是与好友相聚, 周末来一场烧烤, 还是忙碌一天后闲下来, Carlsberg Smooth Draught 将确保每个 **#BestWithCarlsberg** 时刻都充满至高无上的顺滑体验。

为了更彰显其独特顺滑感, Carlsberg Smooth Draught 与本地创意集体 Loka Made 合作, 通过多彩动感的插画作品, 呈现出该啤酒顺滑的一面, 让 World of Smooth 世界栩栩如生。不仅如此, Carlsberg 也再次提升高度, 推出独家诱人的 Carlsberg x Loka Made 联名限量版周边产品系列, 其中包括优美的旅行包 (Duffel Bag)、有型的斜挂包 (Sling Bag) 和托特包 (Tote Bag), 以及别致的保温罐 (Tumbler Can)。欲获得这些周边产品, 只需打开脸书和 Instagram 关注@CarlsbergMY。

与此同时, 即饮商店 (咖啡店、餐馆、酒吧及娱乐场所) 的消费者还有额外福利, Carlsberg Smooth Draught 将带来 The Smoothest Pop 系列, 结集了多位才华横溢的本地艺人阵容。消费者可以期待包括@dioryling 等本地才子的演出, 与他们一起互动, 并一同合唱喜爱的歌曲。

马来西亚 Carlsberg 集团市场总监奥加尔 (Olga Pulyaeva) 表示, “去年, 我们所展开的 ‘Real Spicy, Real Smooth’ 活动, 焦点在于献上不同快节奏的体验, 而今年我们将活动进一步升华, 为消费者带来不间断且精彩的欢聚时刻。”

即日起至 2024 年 11 月 30 日, Carlsberg Smooth Draught 爱好者可通过即饮商店、非即饮商店 (超市霸市及 99 Speedmart 连锁超市), 以及电商平台, 有望赢取这些限量版周边产品。这些周边不仅是配件, 更是顺滑时刻的艺术品。

凡在超市霸市、99 Speedmart 连锁超市或电商平台, 购买 2 罐 Carlsberg Smooth Draught 的消费者, 即可获取一次参赛资格, 享有机会赢取联名限量版旅行包。凡购买两套 6 罐装 Carlsberg Smooth Draught 还可立即获得 5 令吉 Touch 'n Go e-wallet 电子充值。

消费者也可在便利店和有参与销售处, 购买两罐 Carlsberg Smooth Draught, 以获得一次参赛资格, 或于促销期间在咖啡店和餐馆, 购买一大瓶 (580 毫升) Carlsberg Smooth Draught, 即可享有 1 令吉折扣, 并可获取一次参赛资格。

在酒馆及娱乐场所, 啤酒爱好者只需花费 100 令吉购买 Carlsberg Smooth Draught, 即可带走联名限量版斜挂包。



欲知更多详情，浏览 www.bestwithcarlsberg.my 或打开脸书和 Instagram 关注@CarlsbergMY，以获知 Carlsberg Smooth Draught 最新活动及好康送出。

马来西亚 Carlsberg 集团提倡理性饮酒，时时刻刻牢牢记住“酒后不开车，开车不喝酒”！
#CELEBRATERESPONSIBLY

-完-

欲获取更多资讯，请扫描以下二维码：



若有任何疑问，请联络以下人员：

联络方式
媒体公关：

马来西亚 Carlsberg 集团：

企业事务与可持续发展高级经理 黄丽荫 Immy Ooi +603-5522 6431
高级品牌经理 辜键婵 Koh Kian Mei +603-5522 6340

Immy.LI.Ooi@carlsberg.asia
KianMei.Koh@carlsberg.asia

Continuum PR 公关公司：

Michelle Bridget +6012-697 7356
Goh I Ching +6014-218 1906

michelle.bridget@continuumpr.com
iching@continuumpr.com

关于马来西亚 Carlsberg 集团

马来西亚 Carlsberg 集团 (Carlsberg Brewery Malaysia Berhad) 于 1969 年 12 月成立，是一家灵活酒商，业务遍布马来西亚和新加坡，并在斯里兰卡一家酒厂拥有股份，也通过出口市场扩大区域范围，包括香港、台湾、老挝、柬埔寨、泰国。

本集团旗下国际品牌组合包括堪称全球最佳啤酒——Carlsberg Danish Pilsner、Carlsberg Smooth Draught 及 Carlsberg Special Brew，还有国际优质啤酒：法国优质小麦啤酒 1664 Blanc、1664 Brut 及 1664 Rosé、日本 Sapporo Premium Beer、欧洲苹果酒 Somersby、英伦式 Connor's Stout Porter，以及本地品牌：SKOL、Royal Stout、Nutrimalt。

我们拥有 600 多名员工，都以负责任方式销售本集团旗下产品，并在可持续发展的驱动下开展业务。本集团旗下产品仅供年龄 21 岁以上的非穆斯林消费者使用。理性饮酒，你我有责，时时刻刻牢牢记住：酒后不开车，开车不喝酒！**#CELEBRATERESPONSIBLY**

敬请浏览 www.carlsbergmalaysia.com.my 了解更多。