



**PRESS  
RELEASE**

## **PROST! CARLSBERG MALAYSIA'S OWN AUTHENTIC BEER FESTIVAL OF THE YEAR**

Kuala Lumpur, 28<sup>th</sup> September 2011 – Grab your lederhosen and get ready to party because Carlsberg Malaysia, for the first time ever, has recreated the perfect setting to celebrate the world renowned Bavarian national festival, the famous Oktoberfest.

Brought to you in grand style and splendour, the “Malaysia’s Own Oktoberfest 2011” features the most preferred beer brand of Malaysia, Carlsberg, imported popular German brews, namely, Erdinger Weissbier, Franziskaner Weissbier and Löwenbräu as well as authentic German cuisine by a master chef, traditional live performances and loads of fun to encapsulate the event.

The festival, modeled after the Munich Oktoberfest, runs from 21<sup>st</sup> September to 30<sup>th</sup> October at over 25 participating outlets and 18 market squares throughout Kuala Lumpur, Selangor, Penang, Seremban and Johor.

To mark this widely-celebrated festival, Carlsberg Malaysia boasts a month-long extravaganza filled with roaring days of exciting parties, music, authentic gastronomic experiences to whet the appetite and barrels of Carlsberg, Erdinger Weissbier, Franziskaner Weissbier and Löwenbräu to be downed.

Being a dynamic brewery that offers a wide portfolio of international brands, Carlsberg Malaysia sets the bar high in its inaugural celebration in Malaysia this year, offering its customers a mind blowing experience to remember.

Through this promotion, Carlsberg Malaysia aims to bring the people together to savour the refreshing taste of Carlsberg and other German beers in a responsible manner as well as to enjoy the entertaining traditional live performances of the Oompah music. Carlsberg Malaysia officiated its “Malaysia’s Own Oktoberfest 2011” promotion at Berjaya Times Square Hotel, Kuala Lumpur on September 28, at 7pm, in the midst of over 900 beer enthusiasts. Beer lovers also had a great time enjoying the traditional band performance of the ompah music and indulged in the authentic German cuisine prepared by German Chef Jochern Kern from Berjaya University College who is certified as a global master chef by the World Association of Chefs' Societies (WACS).

The launch is a joint collaboration with Berjaya University College of Hospitality and will showcase Carlsberg Malaysia as a local master brewer, besides offering other imported beers from Germany.



Beer aficionados will also stand a chance to win “The Ultimate Beer Tour” to Munich, Germany and Copenhagen, Denmark, with two friends by participating in the facebook contest.

To support this fantastic month-long opportunity presented to you by Carlsberg Malaysia where Oompah is at its best, log onto facebook and ‘like’ “Malaysia’s Own Oktoberfest 2011” at its page. Also, visit [www.carlsbergmalaysia.com.my](http://www.carlsbergmalaysia.com.my) for more information.

### **About Carlsberg Malaysia**

Carlsberg Malaysia presents “Malaysia’s Own Oktoberfest 2011” by featuring Malaysia’s No.1 beer brand Carlsberg and three Bavarian imported beers from Germany by its subsidiary Luen Heng F&B Sdn. Bhd.

- **Carlsberg** (5% ABV), a lager beer founded by J.C. Jacobsen in 1847, is brewed with a pure yeast strain named *Saccharomyces Carlsbergensis* and perfected by the Danish art of brewing. It is an international brand that is available in more than 140 markets worldwide. Carlsberg is the most preferred beer brand in Malaysia according to the Millward Brown Peninsular Malaysia 2010/2011 (Global Research Agency).
- **Erdinger Weissbier** (5.3% ABV), pioneered in the 70’s, was the first German wheat beer to be distributed nationwide. Today, Erdinger is synonymous with German wheat beer and is sold in more than 70 countries. Erdinger is brewed according to traditional recipes and has no preservatives, additives and pasteurization, complying with the Bavarian Purity Law 1516.
- **Franziskaner Weissbier** (5% ABV), a traditional Bavarian wheat beer with more than 600 years of history, is refreshing and aromatic in character. This Bavarian beer is naturally cloudy and copper-coloured and enhanced with a sweet malt taste with a smooth creamy texture for finish.
- **Löwenbräu** (in 5.2% ABV), an original “German Munich Beer”, is famous at Oktoberfests. It is a lager beer that is refreshing with a taste of malt and mild hop bitterness. The beer is light to the taste, bright golden-yellow in colour, and truly complements the Bavarian drinking experience.

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## PROST ! 马来西亚CARLSBERG集团欢庆德国啤酒节

(吉隆坡28日讯) 换上德国啤酒节传统服装, 作好准备欢庆由马来西亚Carlsberg集团举办的巴伐利亚民族节日 (Bavarian National Festival) ——德国啤酒节。

2011马来西亚德国啤酒节是一项盛大华丽的庆典, 并主力推荐马来西亚最受欢迎啤酒 Carlsberg, 著名德国进口啤酒 Erdinger Weissbier、Franziskaner Weissbier和Löwenbräu。同时分享德国传统Oompah音乐及由德国著名厨师Jochern Kern烹调的德国美食。Jochern Kern 任教于马来西亚成功礼待大学, 也是受世界厨师协会 (WACS) 认证的世界级名厨。

这项盛大庆典将校仿于9月21日至10月30日举办的慕尼黑啤酒节 (Munich Oktoberfest), 分别在吉隆坡、雪兰莪、檳城、芙蓉和柔佛, 超过25间商店和18个广场举行, 与大家同庆这个万众期待的节日。

作为一家提供多个国际啤酒品牌的公司, 马来西亚Carlsberg集团首次大力推广德国啤酒节, 势必让参与者拥有一个难忘的经验。马来西亚Carlsberg集团除了进口高品质的德国啤酒, 同时也是本地主要的啤酒酿制公司。

马来西亚Carlsberg集团也希望通过这项活动, 向来宾传达负责任的饮酒态度。

2011马来西亚德国啤酒节在成功集团旗下的吉隆坡时代广场酒店, 于9月28日晚上7点掀开序幕, 有超过800名的啤酒爱好者前来参与。此活动由成功礼待大学联办。

啤酒热爱者也将有机会通过面子书的竞赛赢取“终极啤酒旅游配套”, 联同两个朋友到德国慕尼黑和丹麦哥本哈根旅游。

欲知“终极啤酒旅游配套”的参与方式，请到“Malaysia’s Own Oktoberfest 2011”面子书点击“赞”或游览[www.carlsbergmalaysia.com.my](http://www.carlsbergmalaysia.com.my)获知更多详情。

注：Prost是德语“干杯”的意思。

### 关于马来西亚Carlsberg集团

马来西亚Carlsberg集团呈现“2011马来西亚德国啤酒节”，主力推荐马来西亚第一品牌啤酒Carlsberg和其子公司所进口的巴伐利亚啤酒——Erdinger Weissbier、Franziskaner Weissbier和Löwenbräu。

- **Carlsberg**（酒精浓度5%）——由J.C. Jacobsen于1847创立的拉格啤酒是用卡尔斯伯酵母（*Saccharomyces Carlsbergensis*）以丹麦酿酒艺术酿制而成。Carlsberg啤酒是个拥有140个市场的国际品牌，并被国际调查公司明略行（Millward Brown）誉为马来西亚半岛2010/2011的首选啤酒品牌。
- **Erdinger Weissbier**（酒精浓度5.3%）——创于70年代，乃第一个发行至全国的德国小麦啤酒。如今，Erdinger相等于德国小麦啤酒并发行至70多个国家。Erdinger是根据传统配方和1516年的巴伐利亚纯净酿酒法——即不含防腐剂和添加剂，没有经过巴式杀菌程序酿制而成。
- **Franziskaner Weissbier**（酒精浓度5%）——香醇清新的Franziskaner是拥有六百年历史的传统巴伐利亚小麦啤酒。这个巴伐利亚啤酒天然混浊，呈铜色，顺喉且带有香浓的麦芽甜。
- **Löwenbräu**（酒精浓度5.2%）——在德国啤酒节广受喜爱的独创“德国慕尼黑啤酒”。这个小麦啤酒带有麦芽的清新和啤酒花的微苦。Löwenbräu味道清淡，呈金黄色，是真实的巴伐利亚啤酒体验。



这则新闻稿由马来西亚Carlsberg集团撰写，敬请惠于即时发布。若欲进一步查询，请联络：

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