

FOR IMMEDIATE RELEASE

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## Carlsberg Celebrates Probably The Best Birthday Ever

### Carlsberg's 170<sup>th</sup> anniversary celebrated the Danish way with consumers, customers, shareholders, media and employees

**Shah Alam, 17 November 2017** – Hundreds of Carlsberg's Probably The Best Brewery Tour contest winners, their friends as well as key stakeholders of Carlsberg Malaysia enjoyed a unique exBEERience at the brewery. They got to see, hear, touch, smell and taste for themselves what actually comes from beer at Probably The Best Lounge and Probably The Best Brewhouse in Shah Alam. Held over the last four months leading to Carlsberg's 170<sup>th</sup> birthday on 10 November 2017, the brewer hosted many VIP brewery tours as part of the anniversary celebration in Danish-style for approximately 1,800 consumers, 100 key customers, 90 shareholders, 300 members of the press and 500 employees. It was Probably The Best Birthday celebration ever!

Managing Director of Carlsberg Malaysia Lars Lehmann said, "Friday, November 10 marks 170 years since the very first beer was brewed at the Carlsberg brewery in Valby, Copenhagen. We wish to celebrate Carlsberg's yesteryears' and today's achievements, and toast to its future with people that matters a lot to us – our consumers, customers and shareholders, media and employees. The anniversary celebration kicked-off with Probably The Best Brewery Tour campaign started in August accumulating to a grand birthday party where we serve Probably the Longest Birthday Cake, a traditional Danish layer cake introduced in Denmark at the same time as the Carlsberg pilsner in the late 1800s."

Birthday party props and Danish flags were decked up at Probably The Best Lounge as the brewer celebrated Carlsberg's 170 years-young with employees over a special luncheon cum town hall. In the evening, key customers embarked on a VIP exBEERience brewery tour. Highlight of both parties was truly memorable when everyone sang a birthday song for Carlsberg before blowing off 170 candles on Probably The Longest Danish Birthday Cake. Besides enjoying the beer-infused dishes, an array of Danish pastries, entertaining live band performance and beer-games, guests had great fun and conversations with *Probably the Best Beer in the World* – Carlsberg and *Probably the Smoothest Beer in the World* – Carlsberg Smooth Draught in their hands.

At Probably The Best Brew House, guests went behind-the-scenes of the brewing process as Piotr Zajac, Master Brewer cum Supply Chain Director of Carlsberg Malaysia, showcased the natural quality ingredients used to make a Carlsberg – malt/grains, hops, yeast and water. At the sensory room, consumers tasted beer liquids with and without hop leaf, with and without inclusion of yeast as well as purified beer.

Consumers expectation necessitates the very best natural quality ingredients. Carlsberg's art of brewing has been developed and perfected over the last 170 years. At the brew house, all guests had a chance to sneak-a-peek at four massive tanks, namely mash kettle, mash filter, wort kettle and whirlpool. They were then chauffeured in style to the Visitor's Gallery where they witnessed thousands of bottles and cans running on the packaging lines at the production facilities.

Contest winner Carmen Cheng and her friends said: “We are so excited as this is our first time visiting a brewery! The visit to the brew house was our favourite part of the tour.” Carmen, who is a food science student, added. “Now we know that hop brings aroma, yeast releases alcohol and filtration creates bright beer! Carlsberg’s Probably The Best Brewery Tour is an experience like no other.”

Malacca consumer Kesawan Raman shared, “My friends and I are so excited when I got the winning bottle cap. I have been a long-time Carlsberg drinker but beer taste-tasting, and seeing how it was produced from brewing tanks to the packaging lines was truly remarkable! Now, I can enjoy my beer knowing it is brewed with best quality.”

There were some lucky few, whose birthday fell on the day of their tour, celebrated their birthday in style. A guest of a contest winner, only wanted to be known as Ng, was stunned when the birthday song was sung. “My last trip here was in the 1970s. I never thought that I would be here again for such an exclusive tour today – not to mention celebrating my birthday here! I’m very, very happy. Thank you, Carlsberg!”

Saroja Ramalingam and husband, Vijay Kumar, have been Carlsberg’s shareholders for over 10 years. It was a pleasant surprise when they bounced into their neighbour, Shirley Tan, who is also a shareholder, at the VIP brewery tour. Vijay said, “This is the first brewery tour for my family and we truly enjoyed Carlsberg’s hospitality and branded facilities. Our visit to the visitor gallery was an eye-opening experience.” Shirley exclaimed, “We are loving the exBeerience. Thank you, Carlsberg, for hosting us to Probably The Best VIP Brewery Tour!”

When Carlsberg celebrates birthday, it is #ProbablyTheBest!

Visit [www.probablythebest.com.my](http://www.probablythebest.com.my) or Facebook/CarlsbergMY for more information.

### **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.

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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 Blanc, Somersby, Asahi Super Dry and Connor’s Stout Porter 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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## Carlsberg 迎接堪称有史以来最佳周年庆

### Carlsberg 以丹麦人的独特方式与消费人、客户、股东、媒体及职员举杯同庆 170 周年庆

莎阿南 17 日讯 – Carlsberg 堪称最佳酒厂之旅竞赛的数百位优胜者偕同亲友，还有马来西亚 Carlsberg 的主要股东齐聚酒厂享受独特的俏‘啤’体验。他们在莎阿南堪称最佳酒廊及堪称最佳酿啤酒屋也亲眼目睹、耳听、鼻闻、舌尝、身触，啤酒是如何酿造出来的。配合 Carlsberg 集团的 170 周年庆，一场丹麦人方式的庆祝会延续了四个月，直至 11 月 10 日的周年日当天，Carlsberg 已经款待了约 1,800 消费人、100 位主要客户、90 位股东、300 为媒体朋友以及 500 位职员，将他们侍奉为酒厂贵宾，因此，这一个庆典堪称有史以来最佳周年庆！

马来西亚 Carlsberg 董事经理雷盟说：“11 月 10 日，星期五，亦是 170 年前 Carlsberg 第一次在哥本哈根瓦尔比(Valby)酿造出啤酒的日子，如今 170 年过去了。因此，我们现在欢庆的是昔日的辉煌、今日的成就，并与我们的重要伙伴 – 即消费者、客户、股东、媒体及职员，一起迎向未来。周年庆在八月份以堪称最佳啤酒厂之旅活动作为一个开端，并一直延续至出现了堪称最长生日蛋糕的生日宴；这个蛋糕亦是依照丹麦传统千层蛋糕而制作。在 19 世纪末期，丹麦传统千层蛋糕与 Carlsberg 比尔森式啤酒杯一同在丹麦面市。”

堪称最佳酒廊布满了生日聚会装饰，也挂上了丹麦国旗，先职员来个 Carlsberg 170 周年庆午餐集会，同欢共乐。入夜时分，我们的主要客户也陆续入厂了，以展开俏‘啤’体验之贵宾啤酒厂之旅。这两项庆生会的高潮点，当然是为 Carlsberg 高唱生日歌，然后吹熄堪称最长生日蛋糕上的 170 支蜡烛，为与会者留下美好回忆。除了饱尝酒气香溢的餐点之外，来宾还享用了琳琅满目的丹麦点心，欣赏现场乐队表演以及参与啤酒游戏，同时，也开杯畅饮 *堪称世界最佳啤酒* – Carlsberg 啤酒以及 *堪称全球最顺啤酒* – Carlsberg 顺啤，大家可谓尽兴而归。

马来西亚 Carlsberg 总酿酒师兼供应链总监彼得扎亚茨 (Piotr Zajac) 也亲临堪称最佳啤酒屋，向在场嘉宾展示酿制 Carlsberg 啤酒的天然原料，即麦芽/谷类、啤酒花、酵母及水酿造啤酒。宾客们还可在品尝室试喝含啤酒花与不含啤酒花、含酵母与不含酵母的酒液，以及净化后的啤酒。

消费人所期待的，必然是采用最上等的天然原料。因此，Carlsberg 在这 170 年间的金科玉律，就是将酿酒艺术发展到十全十美的境界。当天到酒厂一游的宾客，都有机会一睹酒厂内四大酿槽的真面目，即麦芽浆煮锅、麦芽浆滤槽、麦芽汁煮锅及回旋槽。来宾们都是由我们专车接送，并直送至宾客区，让他们可以一睹数以千计瓶装和罐装啤酒在包装线上流动壮观景色。

竞赛优胜者郑嘉敏和朋友异口同声说：“第一次参观酒厂，我们真的超兴奋！我们最喜欢的部分，是参观酒厂的时段。”郑嘉敏亦是食品科学系学生，她补充说：“我们现在才知道，原来

啤酒需要啤酒花提香，需要酵母制造酒精，并且必需过滤后才能得到晶莹剔透的啤酒！Carlsberg 堪称最佳啤酒厂之旅，名副其实是无可匹比的体验。”

来自马六甲的消费者葛沙万拉曼分享说：“当我打开瓶盖时，得知是得奖瓶盖，我和朋友们都狂喜不止。我本人是长期 Carlsberg 饮客，不过，可以到酒厂品酒，亲睹啤酒从酿酒槽至包装的过程，感受无比美妙！现在我才真正了解，我们喝的，果然是最上等啤酒。”

此外，还有几位宾客也在当天生日，因此，他们这一趟酒厂之旅更添意义。其中一位黄姓的优胜者，在他听到为他唱响的生日歌时，似乎感到有些错愕，他说：“我是在 1970 年代来过这里。也真的没想，我此生还可以旧地重游，而且受到如此隆重款待，并在这里庆祝生日！我太感动了，谢谢 Carlsberg!”

沙罗惹拉玛林甘和丈夫威惹古玛成为 Carlsberg 股东已超过 10 年。她在参加贵宾啤酒厂之旅时，才惊喜发现，原来她的邻居陈雪丽也是股东。威惹说：“这是我们家第一次参观酒厂，Carlsberg 让我们感觉宾至如归，而且，当我抵步我们在宾客区时，就已经大开眼界了。”陈雪丽则表示：“我们很享受这次的俏‘啤’体验。感谢 Carlsberg 给了我们一场名副其实，堪称最佳贵宾啤酒厂之旅!”

Carlsberg 欢庆周年庆，#堪称最佳!

欲了解详情，请登录 [www.probablythebest.com.my](http://www.probablythebest.com.my) 或 Facebook/CarlsbergMY。

## 关于 Carlsberg 品牌

堪称全球最佳啤酒，Carlsberg 不仅是大马 Carlsberg 集团的主打品牌，也是在全球 150 个国家销售的国际啤酒品牌。全世界第 1 桶 Carlsberg 啤酒由创办人 J.C. Jacobsen 于 1847 年在丹麦哥本哈根酿造，本地则是在 1972 年首次酿造 Carlsberg。

Carlsberg 与足球运动的关系密不可分，1988 年开始已经是欧洲冠军联赛的主要赞助商，并且在过去 25 年，它一直是利物浦球会的官方啤酒，亦是 5 支主要国家队的赞助，包括英国国家队。

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1969 年成立并在大马交易所主要板上市，大马 Carlsberg 为 Carlsberg 集团区域投资的部分，旗下包括新加坡及斯里兰卡。我们的主打品牌 Carlsberg 是全世界最为人知的啤酒品牌之一。Kronenbourg 1664 Blanc、Somersby、Asahi Super Dry、Connor's Stout Porter 则是本地其他优质品牌。公司员工约 600 人，以负责任态度销售产品并维持业务永续发展。

更多详情，请浏览 [www.carlsbergmalaysia.com.my](http://www.carlsbergmalaysia.com.my)。