

FOR IMMEDIATE RELEASE

Press Statement 18/2017

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Probably The Best Pre-Wedding Honeymoon to Wonderful Copenhagen

Shah Alam, 21 July 2017 – In conjunction with Carlsberg’s 170 years global birthday celebration, Carlsberg Malaysia has released a video, Probably The Best Brewery Tour, to promote the consumer campaign. With a dose of good Malaysian humour, the video showcases who a winner brings on #ProbablyTheBestBreweryTour to Copenhagen, Denmark – girlfriend, boyfriend, parent or drink buddy? The full video can be viewed Carlsberg Facebook page <https://www.facebook.com/CarlsbergMY/>.

While it may be a happy dilemma for some, it is double happiness for Grand Prize winner, Loong Muh Ruoh, who strike the 6D5N all-expense paid trip for two to Copenhagen, Denmark not just to celebrate Carlsberg’s 170th birthday, but also to celebrate his happy marriage with his wife Chan Mun Yee!

“When I ordered a Carlsberg at one of the coffeeshops I patron, I was on cloud nine when I spotted the Copenhagen wording on the bottle cap! I’m ecstatic that I won Probably The Best Brewery Tour to Copenhagen, which will be a first trip to Denmark for my wife and I, and also our honeymoon before our wedding reception this September,” said Loong who hails from Pahang.

Sam Yoong Fei, the other Grand Prize winner from Perak shared in delight, “I never thought that I will be one of the lucky winners to win a trip to Denmark, the home of Carlsberg! This will be my first time visiting Europe, and I really look forward to experiencing the culture and lifestyle of the Danes with my grandmother.” he said.

Bringing alive the sharing spirit of our founder J.C. Jacobsen, Carlsberg will open doors for Grand Prize winners to experience the hidden cellars at the old brewery, explore some of the beer discoveries at the Carlsberg Laboratory and taste some of our very best beers at Visit Carlsberg. On top of that, winners and their plus ones will also visit the historical landmarks in Copenhagen associated with Carlsberg including the Ny Carlsberg Glyptotek, the Little Mermaid and Frederiksborg Castle. It all culminates with a great Street Party, where they will celebrate with all of Copenhagen right in the heart of Carlsberg.

How to win?

1. **Collect & Win** - Consumers are to present a bottle cap with “Carlsberg Malaysia 2017” icon printed underneath it, either from Carlsberg 640ml bottle or Carlsberg Smooth Draught 580ml bottle, from any participating coffee shops, food courts, hawker centres and Chinese restaurants, to win the first prize of Probably The Best Brewery Tour for six (6) in Shah Alam. Bottle caps with “Copenhagen 2017” icon is the grand prize of Probably The Best Brewery Tour for two (2) to Copenhagen, Denmark.

2. Spend & Win - Consumers who spend a minimum of RM30 on Carlsberg or Carlsberg Smooth Draught in a single receipt at selected bars, pubs, hypermarkets, supermarkets and convenience chain outlets stand a chance to win by answering a simple question via WhatsApp or WeChat.

This promotion will run up to 31 July 2017. During this promotion period, consumers who collected thirty-six (36) crown corks with “Hop Leaf 2017” icon can redeem a limited-edition Carlsberg bath towel while twelve (12) crown corks with the same icon can redeem a 320ml can of Carlsberg Smooth Draught.

What are you waiting for? Head to the nearest available outlet for a Carlsberg or Carlsberg Smooth Draught and stand a chance to win yourself a #ProbablyTheBest Brewery Tour. Visit <https://www.probablythebest.com.my/> 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, was the official Beer of the Barclays Premier League till 2016 and has partnerships with five major national teams including England. Being the official beer for Liverpool Football Club till 2018/19 season, the upcoming season marks an important milestone in both parties relationship as they celebrate their 25th anniversary together.

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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 .

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堪称为最佳哥本哈根婚前蜜月旅行

莎阿南 21 日讯 – 为了迎合 Carlsberg 170 周年庆的大喜日子，马来西亚 Carlsberg 发布了一段名为‘堪称最佳啤酒厂之旅’的视频以提倡这项消费者促销活动。随着马来西亚人民的幽默风趣，这段视频也演绎了一个得奖者如赢得#堪称最佳丹麦哥本哈根啤酒厂之旅，他/她将如何抉择他/她旅行的伴侣 – 女朋友，男朋友，父母又或是酒友？预观看完整的视频可以透过 Carlsberg 官方面子书 <https://www.facebook.com/CarlsbergMY/>

然而对于一些人这将会是一个既开心却又烦恼的抉择，但对于龙慕若 – 其中一名赢得丹麦哥本哈根 6 天 5 夜旅费全包之旅的二人行得奖者绝对不是一个选择题，而是双喜临门。因为毋庸置疑他会带着他的妻子 - 曾毓颐一起体验这次的旅行，不仅仅是体验 Carlsberg 170 周年欢庆与其同时也为他的婚礼而庆祝。

来自彭亨的龙先生说到：“当时我是在一间咖啡店点了些 Carlsberg，然而当我一如既往的开起瓶盖时我发现瓶盖上竟然印着 ‘Copenhagen’ 的字，我当下简直欣喜若狂不敢相信我赢得了哥本哈根堪称最佳啤酒厂之旅。这即将是我与我的妻子首次的丹麦之旅并且也是我们的婚前度蜜月”。

覃雍辉，另外一名来自 Perak 的得奖者分享他的喜悦，他说：“我从来没有想过我会是大奖得主的其中之一，赢取了一趟丹麦之旅 - Carlsberg 的发源地。这也将会是我与我的祖母首次的欧洲之旅，因此我非常期待去体验丹麦文化以及风土人情”。

秉着我们创办人 J.C. Jacobsen 的分享精神，Carlsberg 将会开放一向谢绝访客的重地，如酒窖、Carlsberg 实验室给我们的得奖者让他们探索啤酒秘密并且有机会亲尝我们的啤酒。更值得一提的是，得奖者及他的旅伴将被邀请前往参观一些哥本哈根地标建筑，例如新 Carlsberg 艺术博物馆 (Ny Carlsberg Glyptotek art museum)，在 Langelinie 长廊沿岸的著名美人鱼雕像以及丹麦之腓特烈堡 (Frederiksborg Castle)。不仅如此，在这一趟旅行最振奋人心的就是街道派对，各个国家的得奖者都会前来哥本哈根一起欢庆 Carlsberg 170 周年。

如何赢取？

- 1. 收集及赢取** – 消费者只需向参与的咖啡店、美食坊、小贩中心及华人餐馆购买一瓶 640 毫升的 Carlsberg 啤酒或 580 毫升的 Carlsberg 顺啤即可。开瓶时，请检查瓶盖内是否印制 “Carlsberg Malaysia 2017” 的标志，如有，就是赢取了一趟莎阿南堪称最佳啤酒厂之旅的六 (6) 人行。一旦瓶盖内出现 “Copenhagen 2017” 标志，就意味着赢得了一趟丹麦哥本哈根堪称最佳啤酒厂之旅的双 (2) 人行。
- 2. 消费及赢取** - 而凡在特定酒吧、酒廊、霸级市场及便利连锁店，在单一收据消费至少 RM30 购买 Carlsberg 啤酒或 Carlsberg 顺啤，消费者只需通过 WhatsApp 或微信 WeChat 回答一道简单的问题，就有机会赢奖。

这项促销活动将持续至 2017 年 7 月 31 日截止。而在这段期间，凡消费者收集三十六 (36) 个印制啤酒“酒花叶 2017” (“Hop Leaf 2017”) 标志的瓶盖，就可兑换精致限量版 Carlsberg 浴巾，至于收集十二 (12) 瓶盖者，则可兑换一罐 320 毫升的 Carlsberg 顺啤。

你还在犹豫什么？赶快行动！即刻前往最靠近的连锁店购买 Carlsberg 啤酒或 Carlsberg 顺啤，就有机会为自己赢得一个‘堪称最佳啤酒厂之旅’。

敬请浏览 <https://www.probablythebest.com.my/>

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，2013/2015 年成为巴克莱首要联赛的官方啤酒，并且与 5 大主要国家队，包括英国有伙伴关系。

更多咨询, 请联络:

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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、Somersby、Asahi Super Dry 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。