

FOR IMMEDIATE RELEASE

Press Statement 33/2021

28 December 2021

Page 1 of 3

## Coming Together for a Smoother Year & Longevity

Carlsberg wishes all a Smoother Year and Longevity this Chinese New Year with limited edition cans, collectibles and up to RM888 Ang Pau

**SHAH ALAM, 28 December 2021** – As Malaysians resiliently navigate back to normalcy after being impacted by the pandemic and floods, Carlsberg Malaysia wishes to lift their spirits by delivering smoothness and longevity through its ‘Coming Together for a Smoother Year’ 2022 Chinese New Year (CNY) campaign.

As a brand that promises quality and innovation for every occasion, Carlsberg’s intuitive festive campaigns bring together consumers with moments and celebrations that resonate across all walks of life. This coming CNY campaign is no different as it aims to bring families, friends and dear ones far or apart together in celebration of a better year ahead.

Aspiring to be *Probably The Best Beer*, Carlsberg is ushering in the annual festival with limited-edition CNY cans that accentuates the essence of ‘smoothness’ and ‘longevity’. True to the brand’s CNY tradition, the creative concept behind the beautifully designed Carlsberg Danish Pilsner and Carlsberg Smooth Draught cans exquisitely combines the modern identity of Carlsberg with traditional Chinese auspicious icons to wish beer consumers a year of smoothness, longevity, and prosperity.

Complementing the Carlsberg Danish Pilsner’s iconic green can is the Chinese character ‘Fu’ [福] emboldened in gold against a rich red background to celebrate wellbeing and abundance which transcends a healthy, happy and auspicious life.

Wrapped around the silver and white Carlsberg Smooth Draught can on the other hand is a symbol of smoothness in the form of ancient Chinese Treasure ships, portraying smooth sailing and prosperous times ahead.

The prominence of the colour red and gold on both the limited-edition cans and 24-can festive packaging magnify the festive spirit and exudes auspiciousness, which is Carlsberg’s way of wishing everyone a year of smoothness and longevity. Both the limited-edition cans are beautifully designed and curated in collaboration with the World’s No.1 expert in Feng Shui and Chinese Metaphysics, Dato’ Joey Yap. His signature is featured across all Carlsberg’s CNY festive packaging whilst his readings on each Zodiac fortune are also featured exclusively on Carlsberg’s playing cards.

“As we usher in the new year, we want to uplift spirits and encourage all our consumers to look forward with optimism and positivity. It’s been a while since we’ve been able to meet-up, catch-up and look ahead with joy and cheer. We hope that our campaign themed ‘Coming together for a smoother year’ encourages consumers to stay positive in embracing a smooth sailing year ahead and a long and



healthy life. Together we will prosper and emerge stronger,” said Stefano Clini, Managing Director of Carlsberg Malaysia.

From 27 December 2021 until 6 February 2022, consumers stocking up for the coming CNY celebrations will enjoy more rewards when buying their celebratory brews. From premium Neoflam hotpot casserole sets, elegant tiffin carriers, special Dato’ Joey Yap Edition playing cards, novel Neoflam glass container sets and up to RM888 in Ang Pau (cash) or in e-Wallet credit, beer lovers will be rewarded with even greater value when making their purchases.

Shoppers who purchase any two cartons of Carlsberg Danish Pilsner or Carlsberg Smooth Draught plus a carton of any premium brands (Somersby, 1664 Blanc/Rose, Connor’s or Asahi) at participating supermarkets, hypermarkets, 99 Speedmart and eCommerce platforms will be able to redeem a 28cm natural non-stick Neoflam Casserole Hotpot Set worth RM209, which comes with a ‘Da Long Yi’ soup base, plus a can of Connor’s and a deck of special Dato’ Joey Yap Edition playing cards. Over in East Malaysia, purchasing any one carton of Carlsberg Danish Pilsner or Carlsberg Smooth Draught plus a carton of any premium brands, rewards you with a sleek and modern Neoflam glass container set worth RM118, which comes in a set of two, measuring 470ml and 800ml. Not only are they heat-safe and thermal shock resistant, but these containers are also airtight and leak proof too.

Additionally, bring along your favourite CNY dishes to reunion dinners in an elegant red Tiffin carrier with CNY motifs by The Tiffin Company worth RM79, easily redeemable by purchasing any six sets of 4-can pack or a carton of 1664 Blanc, Asahi, Carlsberg Special Brew or Connor’s, plus you will receive an extra can of Connor’s thrown in for good measure.

Consumers who enjoy big bottles of the Carlsberg Danish Pilsner, Carlsberg Smooth Draught and Carlsberg Special Brew, can prosper even more with prizes worth over RM3 million up for grabs! All they have to do is check the flip side of their bottle caps at any participating food courts and coffee shops, and they might just win themselves one of the 6,000 Ang Pau’s up for grabs this festive season.

The special Dato’ Joey Yap Edition playing cards is a giveaway with purchase of a tower, two buckets or if with six full pints, 10 half pints or 10 mugs of Carlsberg Danish Pilsner or Carlsberg Smooth Draught. One can also scan the QR code to upload your receipt to stand a chance of winning up to RM888 Touch ‘n Go e-Wallet credit. If you are in East Malaysia, each lucky winner will receive RM888 GrabPay e-Wallet credits. Carlsberg is on the search for 25 weekly lucky winners, so be sure to participate!

Online shoppers need not fret. Visit any Carlsberg official store on Lazada and Shopee, Pandamart as well as Potboy and purchase an exclusive CNY Gift Pack brought to by Carlsberg and Amazin’ Graze. You will be treated to a total of eight cans which include both the limited-edition CNY Carlsberg Danish Pilsner and Carlsberg Smooth Draught cans plus a can of either Asahi, 1664 Blanc, 1664 Rosé, Connor’s Stout Porter, Somersby Apple Cider and Somersby Watermelon Cider, giving you a variety of choice for your celebration. Also included in the Gift Pack are four packs of healthy assorted nuts from Amazin’ Graze, and exclusive Ang Pau packet that comes in two collectible designs of “Smoothness” and “Longevity”.



From 1 January until 28 February 2022, Carlsberg is rewarding consumers with up to RM388 Touch n' Go e-Wallet credits when purchasing RM20 worth of Carlsberg Malaysia products at selected convenient stores.

With an abundance of rewards instore for beer lovers, it is bound to be a smooth year ahead for everyone.

For more information on all ongoing Chinese New Year promotions and events, visit <https://www.carlsbergcny.com.my>. Be sure to 'Like' and 'Follow' CarlsbergMY on Facebook at [www.facebook.com/CarlsbergMY](http://www.facebook.com/CarlsbergMY) for the latest updates!

Of course, as part of living a safe and responsible life, we advocate responsible consumption, always remember not to drive – #CelebrateResponsibly.

- ENDS -

## Contacts

### Media Relations:

#### Team Carlsberg Malaysia:

Wong Ee Lin, Corporate Affairs Assistant Manager	+603-55226 404	<a href="mailto:eelin.wong@carlsberg.asia">eelin.wong@carlsberg.asia</a>
Jaslyn Ng, Marketing Manager	+603-55226 688	<a href="mailto:jaslyn.jl.ng@carlsberg.asia">jaslyn.jl.ng@carlsberg.asia</a>

#### Team Continuum PR:

Michelle Bridget	+60 12-697 7356	<a href="mailto:michelle.bridget@continuumpr.com">michelle.bridget@continuumpr.com</a>
William Tan	+60 113-306 4329	<a href="mailto:william.tan@continuumpr.com">william.tan@continuumpr.com</a>

### 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 Thailand, Taiwan, Hong Kong and Laos.

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 Rosé, Japan's No.1 premium beer Asahi Super Dry, European cider Somersby, British-inspired Connor's Stout Porter draught, as well as US award-winning craft beer Brooklyn Brewery. Our local brands include SKOL, Royal Stout, Jolly Shandy 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](http://www.carlsbergmalaysia.com.my)

## 酒违相逢，齐庆顺年！

这个农历新年，Carlsberg 恭贺大家一帆风顺，福寿安康，并准备了限量版罐装、收藏品，以及高达 888 令吉红包送给消费者

(莎亚南 28 日讯) 经受住了疫情水灾冲击后，大马人民韧性地恢复正常生活，马来西亚 Carlsberg 展开“酒违相逢，齐庆顺年” 2022 年农历新年促销活动，振奋人民精神、传递福寿安康，一帆风顺的祝福。

作为一个坚持品质创新的品牌，Carlsberg 一直以来所展开的活动旨在酿造美好时刻，让消费者齐聚一堂，同欢共乐。此次的农历新年活动也不例外，有望让无论在身旁或远方的亲朋好友一起共庆佳节，迎接更美好的一年。

致力于成为“堪称最佳啤酒”的 Carlsberg 配合佳节来临，推出了象征一帆风顺，福寿安康的限量版农历新年罐装。忠于该品牌佳节传统，设计精美的 Carlsberg Danish Pilsner 和 Carlsberg 顺啤 (Smooth Draught) 罐装，背后的创意概念在于把 Carlsberg 的现代形象与中华传统吉祥图标完美地结合，以祝贺啤酒消费者一帆风顺，福寿安康，富贵吉祥。

Carlsberg Danish Pilsner 标志性的绿色罐装，附上了黄金“福”字的红春联，代表着衣丰食足，幸福安康，吉祥如意。以银白色为主的 Carlsberg 顺啤罐装，则添上了古代红帆宝船的图案，象征着一帆风顺，前程似锦。

由红色和金色点缀的 Carlsberg 限量版罐装、24 罐装农历新年包装，不仅添加佳节气氛，同时散发吉祥的气息，也是 Carlsberg 祝贺大家在来年一帆风顺，福寿安康的方式。该限量版罐装是与世界第一风水和中华术数专家 Dato' Joey Yap 精美设计、精心打造，除了在 Carlsberg 农历新年包装印上他本人的签名，Carlsberg 扑克牌也有 Dato' Joey Yap 独家十二生肖运势解读。

马来西亚 Carlsberg 集团董事经理葛利尼 (Stefano Clini) 表示：“新的一年，新的开始，我们想鼓励消费者打起精神，以乐观和积极的态度向前行。相隔一段时间后，是时候‘酒违相逢，齐庆顺年’，与亲人好友共度美好佳节时刻，并带着喜悦、期盼的心情迈向更美好的明天。借此主题的意义，希望能为消费者带来满满正能量，迎接一帆风顺，福寿安康的一年。让我们一起变得兴旺、更强大！”

从 2021 年 12 月 27 日至 2022 年 2 月 6 日，消费者在办年货时购买马来西亚 Carlsberg 旗下产品，即可享有更多奖励。从精致的 Neoflam 火锅配套、优雅的 Tiffin 饭盒、特别版 Dato' Joey Yap 扑克牌、别致的 Neoflam 玻璃收纳盒，到高达 888 令吉现金或电子红包，啤酒爱好者在办年货时可获得更高价值的奖励。

于参与的超级市场、霸级市场、99 Speedmart 连锁超市及网购平台，购买任何 2 箱 Carlsberg Danish Pilsner 或 Carlsberg 顺啤，加上任何 1 箱高端品牌（Somersby、1664 Blanc 白啤/1664 Rosé 桃红啤酒、Connor's 或 Asahi）的消费者，即可兑换一份价值 209 令吉 28 厘米的天然不粘 Neoflam 火锅配套，再附送一包大龙焗火锅汤底，加上一罐 Connor's 和一份特别版星座扑克牌。至于东马的朋友，凡购买任何 1 箱 Carlsberg Danish Pilsner 或 Carlsberg 顺啤，加上任何 1 箱高端品牌，即可兑换一套价值 118 令吉时尚且现代的 Neoflam 玻璃收纳盒，一套共有两盒，容量分别为 470 毫升及 800 毫升，不仅耐热、抗热震，而且气密及防漏。

此外，凡购买任何 6 份 4 罐装，或 1 箱 1664 Blanc、Asahi、Carlsberg Special Brew 或 Connor's，即可兑换一份带有新年红色彩的 The Tiffin Company 不锈钢餐盒，让您盛装喜爱的过年佳肴，于团圆饭时和家人齐分享，再额外附送您一罐 Connor's。

于参与的美食中心和咖啡店畅饮大瓶装 Carlsberg Danish Pilsner、Carlsberg 顺啤及 Carlsberg Special Brew 的消费者，可享有机会赢取总值超过 300 万令吉的奖品！消费者只需查看瓶盖底部，就有机会赢取红包，过个大肥年！共 6 千封红包待赢取！

想获得特别版 Dato' Joey Yap 扑克牌，只需随购买 1 个啤酒塔、2 桶、6 大杯（full pint）、10 小杯（half pint），或 10 杯（mug）Carlsberg Danish Pilsner 或 Carlsberg 顺啤就可以如愿以偿。消费者也可扫描指定二维码，上传收据，并享有机会赢取高达 888 令吉 Touch 'n Go e-Wallet 电子现金，而东马的幸运儿则将获得 888 令吉 GrabPay 电子现金。Carlsberg 将于每星期派送该奖励给 25 位幸运儿，所以别错过这个机会！

网购消费者也可享有好康。浏览任何 Carlsberg 官方网店，包括 Lazada、Shopee、Pandamart 及 Potboy，购买一份由 Carlsberg 与 Amazin' Graze 所带来的独家贺年礼包（Chinese New Year Gift Pack），即可享饮 8 罐啤酒，包括限量版 Carlsberg Danish Pilsner 及 Carlsberg 顺啤农历新年罐装，还有一罐 Asahi、1664 Blanc（白啤）、1664 Rosé（桃红啤酒）、Connor's Stout Porter、Somersby Apple Cider 及 Somersby Watermelon Cider，为您的佳节庆典献上多种选择。该礼包里也有 4 包 Amazin' Graze 混合坚果，以及 2 种分别象征一帆风顺和福寿安康的可收藏红包袋设计。

从 2022 年 1 月 1 日至 2 月 28 日，Carlsberg 将奖励在指定便利店购买价值 20 令吉马来西亚 Carlsberg 旗下产品的消费者，高达 388 令吉 Touch n' Go e-Wallet 电子现金。

为啤酒爱好者准备的奖励这么丰富多彩，所有人可期待在来年一帆风顺，事事顺利。

更多关于所有正在进行的农历新年促销活动的详情，请浏览 <https://www.carlsbergcny.com.my>。记得点击 [www.facebook.com/CarlsbergMY](https://www.facebook.com/CarlsbergMY) 按赞关注 CarlsbergMY 脸书专页，以获得最新资讯！

当然，为了生活安全、责任心，我们提倡#理性饮酒——酒后不开车，平安到永久。

-完-



## 联络方式

### 媒体公关:

#### 马来西亚 Carlsberg 集团:

企业事务副经理 黄玉玲 Wong Ee Lin  
市场经理 Jaslyn Ng

+603-55226 404  
+603-55226 688

[eelin.wong@carlsberg.asia](mailto:eelin.wong@carlsberg.asia)  
[jaslyn.jl.ng@carlsberg.asia](mailto:jaslyn.jl.ng@carlsberg.asia)

#### Continuum PR:

Michelle Bridget  
William Tan

+60 12-697 7356  
+60 113-306 4329

[michelle.bridget@continuumpr.com](mailto:michelle.bridget@continuumpr.com)  
[william.tan@continuumpr.com](mailto:william.tan@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 Thailand, Taiwan, Hong Kong and Laos.

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 Rosé, Japan's No.1 premium beer Asahi Super Dry, European cider Somersby, British-inspired Connor's Stout Porter draught, as well as US award-winning craft beer Brooklyn Brewery. Our local brands include SKOL, Royal Stout, Jolly Shandy 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](http://www.carlsbergmalaysia.com.my)