



**FOR IMMEDIATE RELEASE**

**PRESS  
RELEASE**

## **Carlsberg crowned most trusted beer brand for 16 years straight**

**SHAH ALAM, June 3, 2014** – Consumers have once again voiced their staunch support for Carlsberg Malaysia’s flagship brand, Carlsberg, for showing great dedication to quality and maintaining the perfect taste which consumers have come to know and trust. As a result, Carlsberg cinched its 16th consecutive Gold in Reader’s Digest Trusted Brand Awards 2014.

Over the last century and a half, Carlsberg has set the bar for brewing excellence. Since the establishment of the awards in 1999, no other alcohol brand has accumulated as many consecutive golds as the nation’s most loved beer brand. The prestigious Reader’s Digest Trusted Brand Award comes on the heels of Carlsberg’s fifth consecutive Putra Brand gold award. The Putra Brand Awards are based on the votes of Malaysian consumers and aim to promote brand building as an integral business investment.

Henrik Juel Andersen, Managing Director of Carlsberg Malaysia, said, “Carlsberg’s illustrious heritage has enabled us to truly connect with consumers, regardless of their age or background. Brewing the freshest beer in the market also places us in good stead as our main aim is to deliver a top quality brew that meets the expectations of our consumers.”

“Our ‘Thirst For Great’ mindset drives us to scale even greater heights in quality assurance. In our line, Carlsberg believes that the brew speaks for itself and consumers recognise only the best beers. With our strong consumer base and their support for Carlsberg, we are poised to soar to greater heights.”

The iconic brand has continued to engage its consumers in uniquely Carlsberg experiences in order to elevate its position in the sporting world. Among the brand’s highlights was its official beer sponsorship of the Barclays Premier League (BPL) for three consecutive years beginning with the recently concluded 2013/2014 season. Through the brands’ exclusive access and network, it has the rights to provide both Carlsberg and football fans the ultimate VIP BPL experience, and fans were privileged to



watch live matches in the UK throughout the season as well as meet BPL legends up close and personal throughout the season by participating in Carlsberg contests.

Carlsberg's involvement in other sports has earned its reputation as the golfers' beer of choice through its annual sponsorship of the world-class Maybank Malaysian Open golf tournament. The brand has also played host to the country's biggest and longest-running amateur golf series, Carlsberg Golf Classic, for 21 years now.

In line with its contemporary style and approach, the beer brand's recently announced Friend-tastic campaign aims to strengthen bonds among friends by rewarding them with money-can't-buy experiences in the form of exclusive, all-expense paid trips for four to Resorts World Genting by helicopter where they will be able to cherish and celebrate every moment they share together in true Carlsberg style. The campaign also recently introduced consumers to the one-of-a-kind 'Friendtastic' Machine which gives friends yet another chance to strengthen their ties and camaraderie in a fun way, and be rewarded with ice cold Carlsberg beers.

Carlsberg's annual Chinese New Year campaign, which merged the elements of culture and tradition, brought the brand closer to its consumers by rewarding them with huge ang paws and other giveaways, showering good luck and prosperity upon greater numbers of consumers than ever before.

"Having our consumers' approval is a true indication of our success in maintaining standards of supreme freshness and taste. This accolade is a very important feather in our cap and Carlsberg will be rolling out more campaigns and promotions to build a brand that is near and dear to the hearts of Malaysian consumers." added Andersen.

#### **About Carlsberg**

Carlsberg Brewery Malaysia Berhad was incorporated in December 1969. Today, it manufactures beer, stout and other malt related beverages. Sales and distribution of beer, stout, cider, wines, spirits and other beverages are done via subsidiaries Carlsberg Marketing Sdn Bhd, Luen Heng F&B Sdn Bhd in Malaysia, Carlsberg Singapore Pte Ltd and associate company Lion Brewery (Ceylon) PLC in Sri Lanka.

Carlsberg remains the flagship brand and is committed to growing its place in the hearts and minds of Malaysian beer drinkers by staying in tune with the needs and demands of our strong consumer base.

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This media release has been prepared by Carlsberg Brewery Malaysia Berhad and acorn communications for immediate release. For further enquiries, please contact:

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RELEASE**

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## **Carlsberg 连续16年 卫冕最受信赖啤酒品牌**

**沙亚南3日讯** - 鉴于卓越的品质和一贯的优质味道，马来西亚Carlsberg集团旗舰品牌Carlsberg啤酒再次赢得消费者的信任以及鼎力支持，一连16年获《读者文摘》颁发信誉品牌奖金奖。

历经一个半世纪的精心酿造基础，Carlsberg已成功为卓越的酿制技术建立起超高标准。从未有其他品牌自1999年该奖项成立起，如Carlsberg般连续蝉联此殊荣。备受尊崇的『读者文摘』最受信任品牌奖是Carlsberg续今年四月荣获第5座布特拉品牌奖金奖后，再下一城勇夺的奖项。布特拉品牌奖主要推行和鼓励品牌建设，奖项得主均由马来西亚消费者投选出。

马来西亚Carlsberg集团董事经理皇德生说：“Carlsberg杰出的酿酒传统让我们俘虏了不同年龄背景的消费者，成为真正能够迎合他们口味的优质好酒。我们的主要目标是提供品质最佳，达到消费者期望的优质啤酒，而我们对啤酒新鲜度的执著也成功让我们在市场独占鳌头。”

“我们的‘力求卓越’ (Thirst for Great) 心态驱使我们在质量方面不断创新高。在酿酒业里，Carlsberg相信备受信赖的啤酒品牌会鹤立鸡群，而消费者也绝对能辨识出品质最佳的啤酒。有着强大消费者群的拥护及鼎力支持，我们坚信Carlsberg能够迈向更高峰。”

作为一个标志性的国际品牌，Carlsberg也持续为消费者制造更多独特的体验，以提升其在体坛的地位。今年的亮点包括了刚结束的2013/2014赛季，连续三年成为英超联赛的官方啤酒。通过该品



牌的专属管道与网络，Carlsberg特别为其粉丝和足球迷准备了至尊无价的贵宾级英超体验。透过Carlsberg在英超联赛期间进行的有奖竞赛，球迷们享有特权以及难能可贵的机会到英国亲身体赛事及与英超传奇人物近距离接触，享受一趟绝对是金钱难买的英超体验。

此外，Carlsberg 也通过赞助世界级的大马高球公开赛 (Maybank Malaysian Open) 进一步巩固了它在高球界首选啤酒的声誉。同时，该品牌也是国内规模最大及最悠久的业余高尔夫球赛事 Carlsberg Golf Classic长达21年的主办单位。

凭着该品牌的前卫风格，Carlsberg最新的“友谊万岁”宣传活动旨在通过以独一无二的至高友谊体验，即一趟全付费的贵宾式云顶名胜世界旅游配套，来奖励并增进朋友间的友谊。每位胜出者可携带三位好友乘搭直升机直飞云顶高原，共同欢庆及分享Carlsberg欢乐时刻。配合此宣传活动，Carlsberg 也于近期推出了别出心裁的“友谊万岁”互动同乐机，并将以冰凉的Carlsberg来奖励及积极促进真正的友情。

Carlsberg富有文化与传统元素的年度新春宣传活动在贴近消费者时更显有效，以大红包和其他赠品奖励消费者，把祝福与好运带给大家。

“得到广大消费者的认同真正反映了我们在维持最高品质和优质味道方面的成就。这份荣耀对Carlsberg非常重要，而我们也会再接再厉，推出更多的宣传和促销活动来树立品牌，以更贴近马来西亚消费者的心。”皇德生补充。

### **Carlsberg 简介**

马来西亚Carlsberg 集团于1969年12月正式营业。今天，它出产了啤酒、烈性黑啤和各类麦芽饮料。旗下的啤酒、烈性黑啤、苹果酒、葡萄酒、白酒和其他酒类，皆通过马来西亚子公司Carlsberg Marketing Sdn Bhd, Luen Heng F&B Sdn Bhd, Carlsberg Singapore Pte Ltd 和在斯里兰卡的相联公司Lion Brewery (Ceylon) PLC分销与发售。



Carlsberg仍是集团的旗舰品牌，并以符合消费者需求为主而致力开拓其在马来西亚啤酒饮用者心中的地位。

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此新闻稿由马来西亚Carlsberg集团和 acorn communications 提供，供即时发布。

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