

FOR IMMEDIATE RELEASE

Press Statement 29/2016

21 October 2016

Page 1 of 2

## Carlsberg Smooth Draught Delivers The Smooth Sensation of Freshly Tapped Beer

### Carlsberg Smooth Draught Sampling Truck Roving To 37 Locations Nationwide

**Shah Alam, 21 October, 2016** – Do you enjoy the smooth sensation of a freshly tapped beer? Ever wished you could indulge in draught beer wherever you are? Carlsberg hears you! Carlsberg, or better known as *probably the best beer in the world*, invented a brew that delivers the smooth, easy-to-drink experience, the same as you would enjoy from a freshly tapped beer. Carlsberg Smooth Draught, offers consumers a chance to enjoy the smooth sensation of freshly tapped beer anytime, anywhere. Brewed longer for its signature smoothness with an easy finish, its innovative cold hopping process enhances its distinctive aromatic flavour, earning its place in every beer lover's bucket list.

"We are privileged that Malaysia is the pioneer amongst the 140 Carlsberg markets in the world to launch Carlsberg Smooth Draught, a line extension of Carlsberg brand. Unanimity in consumer response is unmistakable; the brew consistently drew positive feedback and recorded overwhelming repeat orders from the trade. Because consumers love it, Carlsberg Smooth Draught at 4.8% alcohol by volume is now available in 320ml can, in addition to the 580ml big bottle packaging. !" Juliet Yap, Marketing Director of Carlsberg Malaysia.

Wish to sample the smooth sensation of a freshly tapped beer? Carlsberg Smooth Draught is going out of its way to share this smooth sensation with everyone. From 26 September to 4 November 2016, look out for the Carlsberg Smooth Draught Sampling Truck which will be running across 37 locations nationwide. There are attractive prizes to be won too! For more info, visit [www.facebook.com/CarlsbergMY](https://www.facebook.com/CarlsbergMY) and [www.smoothdraught.com](http://www.smoothdraught.com).

#### **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 Beer of the Barclays Premier League since 2013 and has partnerships with five major national teams including England.

For further enquiries, please contact:

Koh Kian Mei  
Brand Manager, Carlsberg Brand

D/L: 03 – 5522 6340

[kianmei.koh@carlsberg.asia](mailto:kianmei.koh@carlsberg.asia)

**Jacqueline Lee**  
Senior Executive, Corporate Communications & CSR

D/L: 03 – 5522 6241

[jacqueline.lee@carlsberg.asia](mailto:jacqueline.lee@carlsberg.asia)

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](http://www.carlsbergmalaysia.com.my) .

供即时发布

新闻稿 29/2016  
21 October 2016

## Carlsberg 顺啤 犹如生啤般顺心顺喉

### Carlsberg 顺啤活动车出动于全国 37 地点

**莎阿南，2016 年 10 月 21 日-** 爱喝生啤的朋友脑中都曾浮现一个念头“能将生啤打包回家有多好”，大马 Carlsberg 集团已经听见您的心声！堪称全球最佳啤酒的 Carlsberg，研发出犹如生啤般顺喉的佳酿。向您推介全新 Carlsberg 顺啤，每一瓶都充满生啤的顺喉感，任何时间、任何地点皆可轻松享用。

透过双重熟化周期，给予更细腻的气泡，让顺啤顺喉无比，冰冷的酿酒过程以增加了顺啤的味道。

大马 Carlsberg 市场总监叶驛涵说：“Carlsberg 遍布全世界 140 个市场，我们很荣幸，大马是首个推出顺啤的国家。这也顺应了啤酒爱好者们对生啤的喜好，为市场提供具备生啤顺喉感的选择。”

Carlsberg 今年 3 月曾以特别版产品方式，在上百家传统店面特别推出 Carlsberg 顺啤，从而进一步发现消费者热爱此啤酒。消费者在回馈意见时一致唱好，店家也不断增加订单，可谓广获市场好评。循众要求之下，Carlsberg 决定保留顺啤这项产品，并且成为大马 Carlsberg 集团旗下的正式产品，如今于大瓶装 580 毫升及罐装 320 毫升面市。

想品尝犹如生啤般顺心顺喉的佳酿？Carlsberg 顺啤将与大家分享此啤酒的顺喉口感。从 2016 年 9 月 26 日至 11 月 4 日，Carlsberg 顺啤活动车将会出发到 37 个特定的地点。详情请浏览网站 [www.facebook.com/CarlsbergMY](http://www.facebook.com/CarlsbergMY) 及 [www.smoothdraught.com](http://www.smoothdraught.com)

### **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 140 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 年开始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:

**Koh Kian Mei**  
Brand Manager, Carlsberg Brand

D/L: 03 – 5522 6340

[kianmei.koh@carlsberg.asia](mailto:kianmei.koh@carlsberg.asia)

**Jacqueline Lee**  
Senior Executive, Corporate Communications & CSR

D/L: 03 – 5522 6241

[jacqueline.lee@carlsberg.asia](mailto:jacqueline.lee@carlsberg.asia)

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 是全世界最广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](http://www.carlsbergmalaysia.com.my)。