

FOR IMMEDIATE RELEASE

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Scale Up Your Year of the Snake with Carlsberg's 'Brewing Prosperity Together' Celebration!

Experience the explosive energy of Chinese New Year 2025 at the legendary CarlsBazaar packed with prosperity and smoothness.

PETALING JAYA, 10 January 2025 – Slide into an exhilarating world where tradition meets innovation at CarlsBazaar, Carlsberg's vibrant and immersive festive marketplace. Whether it's reuniting with family, catching up with the squad, or just soaking in the festive feels, CarlsBazaar is the place to be this Year of the Snake. As we continue '**Brewing Prosperity Together**,' this immersive and Insta-worthy marketplace promises a fusion of cultural modernity, making every moment **#BestWithCarlsberg**.

"CarlsBazaar is our vibrant expression of the theme '**Brewing Prosperity Together**,' bringing it to life for the second year in a row as we transform Chinese New Year (CNY) celebrations into the best and unforgettable experiences," said Olga Pulyaeva, Marketing Director of Carlsberg Malaysia. "This isn't just about enjoying great beer—it's about creating a festive wonderland that sparks joy, harmony, and connections. From interactive activities to stylish merchandise and culinary delights, every corner of CarlsBazaar is designed to inspire laughter, shared prosperity, and truly memorable **#BestWithCarlsberg** moments for everyone who joins us."

Held at two buzzing locations – 1 Utama Shopping Centre in Selangor from 9 to 12 January, and Gurney Plaza in George Town, Penang from 16 to 19 January – CarlsBazaar is designed to captivate visitors with a cool and contemporary take on festive celebrations. Combining traditional elements with modern design, this dynamic marketplace is brimming with exclusive offerings, interactive activities, and stylish experiences. To get in, just RSVP at <https://178cnybazaar.com/>, it's that easy!

From the moment visitors arrive, they are greeted by an iconic Hop Leaf welcome arch, the perfect gateway to a world of prosperity and excitement. Once registered, they will be able to redeem an exclusive Artist-Edition Carlsberg CNY can (while stocks last) – the perfect companion to dive into the heart of the celebrations. Those looking to score big can get their smarts on at the Giant Snakes and Ladders game for a chance to win an RM178 Grab voucher — when you want to purchase more of our brews at the Carlsberg Official Store on Grab Mart! The fun and prosperity starts right here.

At the heart of CarlsBazaar is the Wishing Tree, where the spirit of CNY comes alive with Carlsberg Brewed Blessings. Simply type your festive wishes on the digital touchpad and watch them light up on the display for everyone to see. For those feeling lucky, don't miss the chance to uncover what 2025 has in store at the Chinese Zodiac Prediction station, where the mystic vibes of the Year of the Snake promise exciting revelations.

Venturing deeper into the marketplace, guests are guaranteed to be wowed by an exciting range of vendors offering everything from CNY streetwear and cool artisan goods to traditional snacks, festive arts and crafts and trendy CNY treats. Not to be missed are the curated Carlsberg infused menu items including the *Carlsberg Waffle* by Yat Tong Waffle, Unprofessional Coffee's *Get Rich Now*, the *Signature Ramen with Carlsberg marinated chashu & soft boiled egg* by Hee's Ramen, Avant Mala Eat's *Mala Chengdu skewers with Carlsberg*, and YOLO KITCHEN's *Carlsberg Fried Chicken*. With over 40 local vendors offering the coolest CNY finds, there's something for everyone to discover. A must-visit is the TNTCO corner where celebrants can snag exclusive Carlsberg x TNTCO CNY apparel – designed to slay this festive season.



When it's time to kick back, head over to the CarlsBar, the ultimate chill spot to savour Carlsberg brews in a sleek and festive atmosphere. There's also the hourly cocktail workshops led by professional mixologists, where guests can learn how to mix up Carlsberg-inspired festive cocktails. And yes, you can even recreate them at home with the special Carlsberg cocktail packages available at the MIX Store. It's all about smoothness, prosperity, and vibes.

But that's not all – CarlsBazaar lets you shop and sip, while enjoying live performances that will keep everyone grooving and vibing all night long. From now until 12 January, catch two incredible bands performing daily from 6pm onwards, presented by The Pantheon KL. Plus, on 11th January, a chance to meet the cast and crew of the much-anticipated local CNY movie "CLOSE UR KOPITIAM" (关你茶室) in a special meet-and-greet session awaits. And if that's not enough, on Sunday, the 12th of January, Dior 大颖 will light up the stage with a live performance at 8pm. It's the ultimate festive hangout – so bring your crew, your family, and everyone in between!

Every aspect of CarlsBazaar has been carefully curated to bring people closer, celebrating the timeless values of Chinese New Year in a contemporary and sleek setting. With its trendy vibes and #BestWithCarlsberg touches, CarlsBazaar is the perfect way to welcome the Year of the Snake in style.

Carlsberg warmly invites consumers to be part of this one-of-a-kind festive experience, where prosperity and smoothness flow.

For the latest updates on Carlsberg's Chinese New Year festivities, visit <https://www.bestwithcarlsberg.my/> or follow @CarlsbergMY on Facebook and Instagram. As always, Carlsberg Malaysia encourages everyone to **#CELEBRATERESPONSIBLY**. If you drink, don't drive.

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About Carlsberg Malaysia Group

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, and regional presence via exports.

Our international portfolio of brands features Probably The Best Beer in the World – Carlsberg Danish Pilsner, Carlsberg Smooth Draught and Carlsberg Special Brew as well as Carlsberg Alcohol Free Pilsner and Wheat. Our international premium brews including France's premium beers 1664 BRUT, 1664 Blanc and 1664 Rosé, as well as iconic first beer of Japan, Sapporo Premium Beer, European cider Somersby, British-inspired Connor's Stout Porter and US award-winning craft beer Brooklyn Brewery as well as Tuborg Strong. Our local brands include SKOL, Royal Stout and Nutrimalt. Our products are for non-Muslim consumers aged 21 and above in Malaysia or aged 18 and above in Singapore. Please **#CELEBRATERESPONSIBLY** – if you drink, don't drive!

Our 640 performance-driven employees are guided by our Purpose of *Brewing for a Better Today and Tomorrow* and we are committed to delivering on our ESG programme of Together Towards ZERO and Beyond in our quest to achieve net zero carbon emissions throughout our value chain by 2040. Find out more at www.carlsbergmalaysia.com.my

前来 Carlsberg 新年市集增添年味 蛇年“一起發”！

现身 CarlsBazaar 体验农历春节爆发力 感受喜气洋洋福气满满氛围

（八打灵再也 2025 年 1 月 10 日讯）随着蛇年到来，Carlsberg 带来 CarlsBazaar 新年市集，让到访者沉浸于多彩绝伦之地，见证传统与创新在此交融。无论是与家人团聚、兄弟姐妹们相会，还是纯粹感受新年气息，CarlsBazaar 即是今年蛇年必去之处。作为沉浸式打卡点，这场市集伴随大家不断「一起發 Brewing Prosperity Together」，承诺带来时代感文化气息，让#BestWithCarlsberg 美好时光四射全场。

马来西亚 Carlsberg 集团市场总监奥加尔（Olga Pulyaeva）表示，“CarlsBazaar 连续第二年开市，我们以此作为「一起發 Brewing Prosperity Together」主题的生动写照，致力献上难忘体验，让各界人士齐来迎蛇年。”她补充道，“这场市集不仅是品酒天地，更是一个欢乐和谐、有说有笑的新春乐园。从互动环节到颜值精品、美食，CarlsBazaar 每个角落将送上喜气洋洋、福气满满氛围，并让游客感受难忘的#BestWithCarlsberg 美好时光。”

CarlsBazaar 将于 1 月 9 日至 12 日在八打灵再也 1 Utama 购物中心、1 月 16 日至 19 日在檳城 Gurney Plaza 开市，以韵味感、现代感风格迎年，引人入胜。这场火力满满的市集，将传统元素与现代设计相结合，并具有多样独家佳品、互动活动、有趣体验。想要入场的话，可登入 <https://178cnybazaar.com/> 注册，就是那么简单！

抵达市集门口，就有标志性“啤酒花叶牌楼”迎接来宾，从此通往繁华喧闹的花花世界。注册成功后，莅临人士即可获取一个独家 Carlsberg 新年艺术家版罐装啤酒，伴随各位游逛市集，送完即止。想要大赢一把的朋友们，可在“巨大蛇梯棋”游戏中大显身手，以享有机会赢取价值 178 令吉 Grab Mart 平台专用的 Carlsberg 优惠券，迎来好玩好运的开始！

CarlsBazaar 中心还设有“许愿树”，到访者可通过 Carlsberg Brewed Blessings 献上新年祝福，增添新年气息。使用电子触摸板输入祝福语，有关贺词就会在屏幕上出现，向现场所有人贺年。现场也准备了十二生肖运势站，让大家看看自己的蛇年运势如何，将蛇年各方面吉凶一一揭秘。

市集摊主多样化，将使得逛客春风得意，选项应有尽有。从新年街服、手工制品到传统小吃、新春艺术品及过年食品。其中，Carlsberg 风味精选料理不容错过，包括 Yat Tong Waffle 的一起發華夫餅、Unprofessional Coffee 的綠刻柚錢、Hee's Ramen 的 Carlsberg 腌制叉烧附半熟蛋招牌拉面、Avant Mala Eat 的麻辣啤酒串串香、YOLO KITCHEN 的啤酒炸鸡。市集汇集了超过 40 家本地摊主，所带来的新年佳品趣味纷呈，必将得到各位青睐。其中，TNTCO 专柜非去不可，以入手独家 Carlsberg x TNTCO 新春联名单品，让过年穿搭气势十足。

想歇一下，那就来 CarlsBar 作客，这里环境优美、氛围满满，简直是享用 Carlsberg 啤酒的极佳休闲处。在此，每小时将有鸡尾酒工作坊，由专业调酒师引导，让参与者学习如何调制 Carlsberg 风味新年鸡尾酒。学了以后，还能从 MIX Store 入手 Carlsberg 鸡尾酒套装，在家再调制一杯，捎来顺气、喜气和福气！

不仅如此，CarlsBazaar 除了让您买礼、品酒，也汇聚众多现场演出，让大家整晚活力不减。从今日至 1 月 12 日的 6 点钟，有两组 The Pantheon KL 乐队演奏。此外，1 月 11 日将有低清贺岁片《关你茶



室》影迷见面会。还有，1月12日晚上8点，实力歌手Dior大颖将点亮舞台，带来现场演出。机不可失，时不再来，赶快带上闺蜜兄弟、家人亲戚、各圈熟人到场！

CarlsBazaar 每一方面都经过精心策划，让大家齐聚一堂迎好年，并在现代且优美的环境中，体现出农历新年的传承价值。结合时代感以及 **#BestWithCarlsberg** 风格的 CarlsBazaar，绝对是迎接蛇年的完美方式。

Carlsberg 诚邀请消费者前来参与这场独一无二的新年体验，开启吉祥如意、顺顺利利的一年！

欲知 Carlsberg 农历新年活动最新动态，浏览 <https://www.bestwithcarlsberg.my/> 或追踪 @CarlsbergMY 脸书和 Instagram。Carlsberg 一如既往提醒各位理性饮酒——“酒后不开车，开车不喝酒”！**#CELEBRATERESPONSIBLY**

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欲获取更多资讯，请扫描以下二维码：



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关于马来西亚 Carlsberg 集团

马来西亚 Carlsberg 集团 (Carlsberg Brewery Malaysia Berhad) 于 1969 年 12 月成立，是一家灵活酒商，业务遍布马来西亚和新加坡，并在斯里兰卡一家酒厂持有股份，也通过出口市场扩大区域范围。

本集团旗下国际品牌组合包括堪称全球最佳啤酒——Carlsberg Danish Pilsner、Carlsberg Smooth Draught、Carlsberg Special Brew 及 Carlsberg Alcohol Free Pilsner and Wheat，还有国际优质啤酒：法国优质啤酒 1664 BRUT、1664 Blanc 及 1664 Rosé、日本标志性首个啤酒 Sapporo Premium Beer、欧洲苹果酒 Somersby、英伦式 Connor's Stout Porter、美国屡获殊荣精酿啤酒 Brooklyn Brewery，以及 Tuborg Strong。本地品牌包括 SKOL、Royal Stout、Nutrimalt。本集团旗下产品仅供马来西亚年龄 21 岁以上、新加坡年龄 18 岁以上的非穆斯林消费者饮用。理性饮酒，你我有责，时时刻刻牢记住“酒后不开车，开车不喝酒”！**#CELEBRATERESPONSIBLY**

我们拥有 640 名员工，皆以绩效为驱动力，并秉承“酿造更美好的今天和明天” (Brewing for a Better Today and Tomorrow) 宗旨，我们致力于实施“共同迈向并超越零目标” (Together towards ZERO and Beyond) ESG 计划，以实现到 2040 年全价值链净零碳排放目标。

敬请浏览 www.carlsbergmalaysia.com.my 了解更多。

