

FOR IMMEDIATE RELEASE

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Carlsberg Malaysia Debuts ChongQing Beer, Iconising Decades of Chinese Brewing Heritage Locally

Born in ChongQing and brewed since 1958, ChongQing beer is now locally brewed in Malaysia and available nationwide.

SHAH ALAM, 18 May 2026 – Rooted in nearly seven decades of Chinese brewing heritage, ChongQing beer has made its debut in Malaysia, introducing a unique Chinese lager inspired by one of China’s most iconic food cultures. Born in ChongQing and brewed since 1958, the easy-drinking lager is crafted to complement shared dining moments, offering Malaysian consumers a refreshing beer choice designed for togetherness around the table.

Crafted as a refreshing and easy-drinking lager, ChongQing beer features a balanced taste profile with 3.8% ABV, making it well suited for long meals and relaxed social occasions. Available in 490ml cans, the beer offers an approachable and affordable option for everyday moments, fitting naturally into conversations and shared dining experiences.

The brand’s visual identity reflects its roots, featuring a hotpot inspired logo and a red and gold colour palette that symbolises warmth, passion, and togetherness – values closely associated with Chongqing’s culture and the beer’s role in bringing people together.

“As Malaysian beer consumers show growing interest in authentic Chinese brands, this shift reflects more than a passing trend. The increasing appreciation for Chinese food, culture, and lifestyle points to a broader evolution in consumer behaviour,” said Stefano Clini, Managing Director of Carlsberg Malaysia. “We are confident in making the brand affordable and accessible to meet the evolving consumer needs,” he added.

Named after its city of origin, ChongQing beer draws inspiration from Chongqing, an 8-dimensional city nestled among mountainous terrains and renowned for its bold flavours, fiery cuisine and vibrant social dining culture. Designed to pair naturally with Chinese cuisine and hotpot, the beer reflects the communal spirit and warmth that define Chongqing’s food culture, bringing an authentic taste of the city’s shared traditions to dining tables.

Anchoring the brand’s expansion to Malaysia lies a strong sense of pride and brewing integrity. “Having started my brewing journey with ChongQing beer in its home city, I am incredibly proud to now brew this iconic beer here in Shah Alam, Malaysia,” shared brewmaster Roger Li, who is also the first Asian Supply Chain Director of Carlsberg Malaysia. “What matters most to us is staying true to its original character – refreshing, smooth, and easy-drinking, so the flavours remain familiar to those who know ChongQing,” Li added.



ChongQing beer will be made available at 99 Speedmart outlets nationwide from June 2026 onwards, offering Malaysian beer consumers a refreshing lager with authentic Chinese provenance, crafted for lively meals and everyday moments with friends.

And remember to always **#CELEBRATERESPONSIBLY**. Don't drive and drive. For non-Muslims aged 21 and above only.

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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 Blanc and 1664 Rosé, as well as iconic first beer of Japan, Sapporo Premium Beer, fruity-flavoured alcoholic brand Somersby, British-inspired Connor's Stout Porter, China's pride ChongQing Beer, 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 878 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 *Brewing Tomorrow* in our quest to achieve net zero carbon emissions throughout our value chain by 2040. Find out more at www.carlsbergmalaysia.com.my

马来西亚 Carlsberg 集团本地推出重庆啤酒 匠心传承中国酿酒文化底蕴

源自于重庆、自 1958 年酿造至今的重庆啤酒 现已在马来西亚本地酿造，全国上市，畅饮尽兴。

（莎亚南 2026 年 5 月 18 日讯）扎根于近七十年中国酿酒传承，重庆啤酒正式进军马来西亚市场！该品牌源自中国极具代表性的饮食文化灵感，为本地市场带来独具特色的中国拉格啤酒风味。诞生于重庆、并自 1958 年开始酿造，重庆啤酒以清爽顺口感著称，专为共享聚餐时光而酿。此次在马来西亚本地酿造并全国上市，重庆啤酒为带来一款适合围坐共饮、畅饮尽心的清新啤酒选择。

重庆啤酒是一款清爽透冽、醇和顺滑、鲜活明快的口感风格的拉格啤酒。酒精度为 3.8%，无论悠享聚餐，还是惬意闲聊，都恰到好处。这款拉格将以 490 毫升罐装登场，万众可及、价格实惠，伴随日常点点滴滴，自然融入欢聚时刻，为餐桌增添更多轻松愉悦的氛围。

品牌在视觉识别上充分彰显了其文化根源。徽标设计灵感源自火锅意象，搭配红色与金色的色调，象征温暖、热情与相聚的美好时刻。这些元素不仅呼应重庆深厚的城市文化底蕴，也体现了重庆啤酒以酒为媒、拉近人与人之间距离的品牌理念。

马来西亚 Carlsberg 集团董事经理葛利尼（Stefano Clini）表示，“马来西亚啤酒消费者对正宗中国品牌日益浓厚，这并非一时的市场噱头。随着中国美食、中国文化及中式生活不断受到本地人青睐，这一趋势反映了消费者偏好显著演变。”他补充道，“我们有信心将重庆这一品牌打造为价格实惠、万众可及的选择，以满足不断延彪的消费者需求。”

顾名思义，重庆啤酒以其诞生地重庆为名。这座被誉为“8D 魔幻城市”依山而建、层叠而上，以浓烈鲜明的风味、麻辣火热的美食及热闹非凡的饮食文化闻名。重庆啤酒与中式菜肴、香辣火锅自然相配，展现渝味文化中独有的热情与人情味，将这座城市共享美食的传统风貌，带到每一张餐桌之上。

品牌拓展至马来西亚的背后，凝聚着对酿酒工艺的坚持与发自内心的自豪感。酿酒大师李志坤（Roger Li）表示，“我本人与重庆啤酒一样，都是在品牌诞生地开启了自己的酿酒生涯。如今能够在马来西亚酿造这款具有代表性的啤酒，我深感骄傲。”作为马来西亚 Carlsberg 集团首位亚洲供应链总监的他补充道，“对我们而言，关键在于忠于重庆啤酒原有的风味特质——清爽透冽、醇和顺滑、鲜活明快的口感风格做到位，让熟悉重庆的人，依然能喝到熟悉的味道。”



自 2026 年 6 月起，重庆啤酒将在全国 99 Speedmart 连锁超市正式上市，为马来西亚啤酒消费者献上正宗中国清爽拉格啤酒。这款啤酒专为热闹的聚餐氛围与日常相聚时刻而酿，适合与亲友共享的每一个欢聚瞬间。

马来西亚 Carlsberg 集团提倡理性饮酒，请牢记不忘：酒后不开车！
#CELEBRATERESPONSIBLY

— 完 —

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若有任何疑问，请联络以下人员：

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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 Blanc 及 1664 Rosé、日本标志性首个啤酒 Sapporo Premium Beer、果酒品牌 Somersby、英伦式 Connor's Stout Porter、中国骄傲重庆啤酒、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——酒后不开车，开车不喝酒！**#CELEBRATERESPONSIBLY**

我们共有 878 名职员，皆以绩效为驱动力、以“酿造更美好的现在和未来” (Brewing for a Better Today and Tomorrow) 宗旨为引领。我们致力于实施“酿造未来” (Brewing Tomorrow) ESG 计划，以实现 2040 年前全价值链净零碳排放目标。敬请浏览 www.carlsbergmalaysia.com.my 了解更多。