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FOR IMMEDIATE RELEASE

Press Statement 18/2024

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Go Football Crazy with Carlsberg's First-Ever Digital Football League and Enjoy a VIP Football Experience in Anfield!

Football season reaches fever pitch with **#BestWithCarlsberg's** most exciting playoff yet, created to celebrate and reward the game's biggest supporters.

PETALING JAYA, 19 June 2024 – Carlsberg, the brew synonymous with football, is putting football fans at the centre of the action with the launch of its first-ever Digital Football League, offering punters an unmatched opportunity to flaunt their skills, secure bragging rights, and snag unparalleled prizes. Under the banner of the **#BestWithCarlsberg** campaign, this League is a celebration of the beautiful game and the fans who make it all possible, including an all-expenses-paid exclusive Liverpool FC experience at Anfield valued at RM50,000!

Carlsberg Malaysia also organised an exclusive meet and greet party at Tropicana Golf and Country Resort on the 19 June featuring two of the most revered football legends: Patrik Berger and Vladimír Šmicer, as a preview to the grand prize adventure to Liverpool. These iconic players, known for their illustrious careers and legendary status, were on hand to interact with fans, share their experiences, and inspire the next generation of football enthusiasts. Supporters also had the rare chance of watching a live match with these Anfield heroes, fully completing the **#BestWithCarlsberg** experience.

Stefano Clini, Managing Director of Carlsberg Malaysia, shared his excitement, stating, "We are beyond excited to bring the Carlsberg Digital Football League to our passionate football fans. This League is not just about winning prizes; it's about celebrating the love for football and creating **#BestWithCarlsberg** moments. With incredible prizes, daily leaderboard updates, and legendary meet and greet opportunities, we are committed to making this the ultimate football experience ever."

From now until the end of July, football enthusiasts can join the action at over 40 locations nationwide. It will be a test of skill, and passion as contenders battle for supremacy on the daily refreshed leaderboard. The Top 8 performers will walk away with amazing cash prizes and exclusive football merchandise, with the first prize winner taking home RM10,000, while the runner-up will receive RM5,000. Five third-place winners will each get RM1,000, and all participants will receive exclusive football gear to commemorate their experience.

The golden goal, however, is to clinch the all-time champion spot where the grand prize for this thrilling competition is a dream come true for any Liverpool FC fan: an all-expenses-paid Liverpool FC experience for two, valued at RM50,000. The lucky winners will be treated with flights and accommodation to Liverpool, UK and an exclusive visit to the Carlsberg Lounge at Anfield, where they will enjoy VIP treatment, immerse themselves in the electrifying atmosphere of one of the most historic football stadiums in the world and watch the Reds play live.



To tackle this thrilling challenge, consumers can make their way to selected super and hypermarkets and grab two six-pack cans of Carlsberg Danish Pilsner or Carlsberg Smooth Draught for a single game. Alternatively, they can hit up their favourite bar or pub and secure two games by purchasing RM150 worth of Carlsberg Danish Pilsner or Carlsberg Smooth Draught. A game-changer for both seasoned players and devoted supporters, this League promises thrills, excitement, and unforgettable moments.

Set to be a **#BestWithCarlsberg** moment, visit <https://bestwithcarlsberg.my/> to find out more about the campaign. 'Like' and 'Follow' @CarlsbergMY on Facebook and Instagram for the latest activities and giveaways.

At Carlsberg Malaysia, we advocate responsible consumption, always remember if you drink, don't drive – **#CELEBRATERESPONSIBLY**.

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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

与“Carlsberg League 足球游戏挑战赛”迎来足球狂潮 赢取利物浦 Liverpool 足球体验之旅

为奖励足球最大支持者而打造，迄今最精彩#BestWithCarlsberg 盛事上场，增幅足球热潮，为球迷喝彩

（八打灵再也 2024 年 6 月 19 日讯）与足球息息相连的啤酒 Carlsberg，正式启动其首个“Carlsberg League 足球游戏挑战赛”（Digital Football League），以球迷为核心，好让球迷有机会展现球技、享有威势，且有机会赢取前所未有的丰富奖品。在#BestWithCarlsberg 旗帜下，此联赛为足球这项美好运动、和使其忠实球迷的庆祝活动，让他们有机会亲临安菲德（Anfield）球场，并尽享价值高达 5 万令吉、费用全包的利物浦足球俱乐部（Liverpool FC）独家体验！

马来西亚 Carlsberg 也于 6 月 19 日，在丽阳高尔夫球度假村（Tropicana Golf and Country Resort）举办了独家见面会，邀请了两位足球传奇人物 Patrik Berger 和 Vladimír Šmicer，作为利物浦之旅大奖的预览。这两位人物将以其辉煌的足球生涯以及传奇地位，在现场与球迷互动交流、分享经验，为下一代足球爱好者带来启发。球迷们也将在这难得的机会中与这两位利物浦英雄一起观看现场比赛，让#BestWithCarlsberg 体验更具完美。

马来西亚 Carlsberg 集团董事经理葛利尼（Stefano Clini）高兴说道，“首次为各位热情球迷带来‘Carlsberg League 足球游戏挑战赛’，我们对此感到无比激动。这个联赛不仅仅是为了赢取丰盛的奖品，更在于为了欢庆对足球的热爱，以及创造#BestWithCarlsberg 的美好时刻。通过丰厚的奖品、每日排行榜更新、传奇人物见面会，我们致力于将其打造成终极足球体验。”

即日起至 7 月底，各位球迷可前往全国 40 多个地点参与挑战。这将是一场球技和热情的考验参赛者他们将奋力登上每日更新的排行榜，以占据前列位置。排名前 8 名选手将赢取丰厚的现金奖品和独家足球商品，冠军将获得奖金 1 万令吉，亚军将获得 5 千令吉，五名季军获奖者将各获得 1 千令吉，而所有参与者都将获得独家足球装备以作为纪念。

然而，最终的黄金目标在于夺取全时冠军位置，以赢取梦寐以求的大奖：价值 5 万令吉、费用全包、两人份的利物浦足球俱乐部体验，让利物浦球迷梦想成真。幸运的获奖者将获得前往英国利物浦的机票及住宿，并独家参观安菲德 Carlsberg 厅（Carlsberg Lounge），享受 VIP 待遇，沉浸在全球最具历史性的足球场之一的热闹震撼氛围中并现场观看红军上阵。

欲接受这一精彩挑战，消费者可在超市霸市，购买两个 6 罐装 Carlsberg Danish Pilsner 或 Carlsberg Smooth Draught，即可得到一次参赛资格；或在喜爱的酒吧酒馆，购买价值 150 令吉的 Carlsberg Danish Pilsner 或 Carlsberg Smooth Draught，即可得到两次参赛资格。无论是对高手老将或忠实铁粉来说此联赛将突破格局，承诺带来刺激精彩的难忘时刻。

#BestWithCarlsberg 美好时刻，尽在此盛事。欲知更多详情，敬请浏览 <https://bestwithcarlsberg.my/>。打开脸书及 Instagram 按赞跟踪@CarlsbergMY，以获知最新活动及好康送出。



马来西亚 Carlsberg 集团提倡理性饮酒，时时刻刻牢牢记住“酒后不开车，平安到永久”！
#CELEBRATERESPONSIBLY

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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 顺啤 (Carlsberg Smooth Draught)、Carlsberg Special Brew 及 Carlsberg Alcohol Free Pilsner and Wheat，还有法国优质啤酒 1664 BRUT、1664 Blanc 及 1664 Rosé、日本首个啤酒 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，时时刻刻牢牢记住“酒后不开车，平安到永久”！**#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。