

FOR IMMEDIATE RELEASE

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Beers & Cheers with our Premium Festive Campaign!

Participate and stand a chance to win prizes worth RM250,000 from 8 November to 26 December.

SHAH ALAM, 26 November 2021 – It's that most wonderful festive and celebration time of the year again. This time, Carlsberg Malaysia wants to bring you closer to your loved ones with a moment of togetherness, to celebrate this festive season together with its family of premium beers – Asahi, 1664 Blanc, Connor's and Somersby.

Running from 8 November till 26 December 2021, this Premium Festive Campaign offers beer, stout and cider lovers a chance to win attractive prizes collectively worth up to RM250,000!

"In this joyous and festive season, we wish to bring our consumer together and elevate their Christmas and new year celebrations with our quality premium beers." said Caroline Moreau, Marketing Director of Carlsberg Malaysia.

"2021 has been another challenging year. We have learned the importance of togetherness in the face of hardship and we hope that our beers can bring people together as we move forward to better times ahead. This campaign also comes with exclusive Advent Calendar that is full of surprise. We hope that consumers are able to recreate joyous moments at home with our premium beers, whilst having that touch of excitement of unwrapping our Christmas gifts just like back in pre-pandemic days", she shared in joy.

At participating hypermarkets, supermarkets, and e-commerce sites, shoppers simply need to make a purchase of RM120 worth of any participating brands (Asahi, 1664 Blanc, Connor's and Somersby) in a single receipt to stand a chance to win many prizes, including five Grand prizes of SMEG 50's Retro Style Mini Fridge valued at RM 9,955 each.

Other prizes include Kitchen Aid Stand Mixer worth RM 3,199 (20 units), LeCreuset Round French Oven worth RM 1,950 (40 units), and Marshall Kilburn 2 Speaker worth RM 1,399 (60 units). Eligible participants will also be entitled to one WMF cutlery set worth RM 60 during the promotion period.

To spread the Christmas cheers and excitement in this festive season, consumers can also purchase an Advent Calendar Box Surprise, comprising 12 cans of our premium beers, exclusively at Carlsberg Official Store on Shopee. Shoppers also stand a chance to win Shopee vouchers or be one of the lucky winners to win prizes such as Ipad, Airpod, Montblanc pen and wallet, and more!

All promotions and contest are open to non-Muslims aged 21 and above. When purchasing and enjoying any of our premium brews (Asahi, 1664 Blanc, Connor's and Somersby), remember to #CelebrateResponsibly – if you drink, don't drive!

To find out about Carlsberg Premium Festive – "Redeem & Win" Promotion Terms and Conditions, read here: <https://carlsbergmalaysia.com.my/newsroom/carlsberg-premium-festive-campaign-2021/>



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About Carlsberg Malaysia

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. We also have a regional presence via exports to Thailand, Taiwan, Hong Kong and Laos.

Our international portfolio of brands features Probably the Best Beer In The World – Carlsberg Danish Pilsner, Carlsberg Smooth Draught and Carlsberg Special Brew. This Carlsberg trio is complemented by international premium brews including France's premium wheat beer 1664 Blanc, Japan's No.1 premium beer Asahi Super Dry, European cider Somersby, British-inspired Connor's Stout Porter draught, US award-winning craft beer Brooklyn Brewery as well as Corona Extra, the imported premium Mexican beer brand. Our local brands include SKÖL, Royal Stout, Jolly Shandy and Nutrimalt.

Our approximately 600-strong workforce sell our products in a responsible manner within our sustainability-driven business. Our products are for non-Muslim consumers aged 21 and above. Please #CelebrateResponsibly – if you drink, don't drive!

Find out more at www.carlsbergmalaysia.com.my

与本集团 Premium Festive Campaign 齐来同欢共庆!

参与 11 月 8 日至 12 月 26 日展开的“精致节庆”促销活动，并享有机会赢取总值 25 万令吉精美奖品

(莎亚南 26 日讯) 又到了一年中最美好的欢庆时光。这次，马来西亚 Carlsberg 集团想让您和亲朋好友更亲近，共享欢聚时刻，与本集团旗下精致啤酒家族——Asahi、1664 Blanc、Connor's 及 Somersby 共庆佳节。

从 2021 年 11 月 8 日至 12 月 26 日展开的“精致节庆”促销活动 (Premium Festive Campaign) 让啤酒、黑啤酒及苹果酒爱好者有机会赢取总值 25 万令吉的精美奖品!

马来西亚 Carlsberg 集团市场总监柯诺琳 (Caroline Moreau) 说道：“在这个欢乐喜庆的节日，我们希望本集团的优质精致啤酒，能让消费者欢聚一堂，使他们的圣诞和跨年庆典更美好。”

她喜悦地表示：“2021 年又是一个充满挑战的一年。我们体会到，在困难面前同舟共济的重要性，同时希望我们的啤酒能把大家聚在一起，共同迈向更美好的未来。这次的促销活动也有充满惊喜的独家圣诞日历。我们希望消费者在家也能与我们精致的啤酒重现欢乐时刻，打开我们送的圣诞礼物时依然感到兴奋，就像疫情前的日子一样。”

购物者只需在有参与霸级市场、超级市场及网购平台，凭单张收据购买价值 120 令吉的任何参与品牌 (Asahi、1664 Blanc、Connor's 及 Somersby)，即可享有机会赢取各种奖品，包括 5 份价值 9955 令吉的 SMEG 50 Retro Style Mini Fridge 复古小冰箱大奖。

其他奖品包括价值 3199 令吉的 Kitchen Aid Stand Mixer 搅拌机 (共 20 份)、价值 1950 令吉的 Le Creuset Round French Oven 铸铁锅 (共 40 份)，以及价值 1399 令吉的 Marshall Kilburn 2 扬声器 (共 60 份)。符合资格的参赛者也可在促销期间获取一套价值 60 令吉的 WMF 餐具。

为了在这佳节传递圣诞喜悦气氛，消费者也可通过 Carlsberg 于网购平台 Shopee 的官方旗舰店，购买含有 12 罐精致啤酒的圣诞日历惊喜礼盒 (Advent Calendar Box Surprise)。购物者也可享有机会赢取 Shopee 优惠券，或成为其中一位幸运儿赢取 Ipad、Airpod、Montblanc 钢笔和钱包等奖品!

所有促销与竞赛仅开放给 21 岁以上的非穆斯林人士。在购买畅饮本集团精致啤酒 (Asahi、1664 Blanc、Connor's 及 Somersby) 时，记得#理性饮酒，酒后不开车!

欲知更多关于 Carlsberg “精致节庆”促销活动的条款和条件，请浏览 <https://carlsbergmalaysia.com.my/newsroom/carlsberg-premium-festive-campaign-2021/>

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