

FOR IMMEDIATE RELEASE

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Page 1 of 3

## Carlsberg Uplifts Chinatown with a Vibrant CNY Celebration

CNY celebrations come to life at REXKL featuring art, culture, food and beer presented by Carlsberg's 'Coming Together for a Smoother Year'

**KUALA LUMPUR, 17 January 2022** – Having had a rather muted Chinese New Year (CNY) celebration for the past two years, Carlsberg invites everyone to come together to support local art, culture, food and beverage (F&B) at KL's heritage core, Petaling Street. Setting up at REXKL from 17 January to 13 February, Carlsberg has curated a one-month immersive CNY celebration. The event promotes local F&B and tourism in Chinatown by bringing a vibrant interactive experience to KL's cultural hub.

Carlsberg's 'Coming Together for a Smoother Year' campaign offers urbanites a unique avenue to experience contemporary culture, local gastronomic delights along with digital immersive experience. The showcase, coupled with internationally renowned beers, elevates the traditional CNY celebrations, creating a perfect scene to toast prosperity and smoothness.

"In line with our commitment to helping communities in need, especially during trying times, we aim to provide an avenue for our consumers to eat, drink and enjoy traditional CNY offerings for the entire Lunar New Year. Implementing our CNY activities in the community-based cultural hub also gives us the opportunity to support local tourism and our homegrown F&B vendors," said Stefano Clini, Managing Director of Carlsberg Malaysia.

To unveil what lies in store for consumers, Carlsberg organised a kick-off party that started with delicious grub and beer served in REXKL's food hall. Guests were then led to the main event area where 'smoothness' and 'longevity' was ushered in with CNY flair. Taking the stage with virtuosic symphonies was a traditional Chinese orchestra group followed by the artistic showcase of Malaysia's acclaimed calligraphy artist, Ong Chia Koon. An explosive traditional lion dance performance then sealed the opening ceremony.

After hearing from the Chairman of the KL Hawker & Petty Traders Association, World's No.1 expert in Feng Shui and Chinese Metaphysics, Dato' Joey Yap, took the stage to share the outlook for 2022. The evening then progressed with cheers, beers and camaraderie as all guests observed social distancing and responsible drinking.

The collaboration between Carlsberg and REXKL presents a one month CNY showcase of customary performing arts, culture and F&B. The premise will feature a fun maze bar created with Carlsberg crates, alongside an interactive digital wishing lantern area, where consumers can input their own CNY greetings or wishes. There is also an interactive Zodiac Wall, where beer enthusiasts can get tips on optimising abundance and prosperity for 'smoothness' and 'longevity' in the year ahead.



Carlsberg's partnership with the KL Hawker & Petty Traders Association aims to help traders in Petaling Street get back on their feet. Through this collaboration, Carlsberg pledges support towards #SupportLokal to help hawkers and market vendors reclaim their glory days in both their lives and businesses. By telling their stories, highlighting their obstacles and driving awareness about their authentic culinary delights via video features on Social Media channels, Carlsberg believes it can promote and encourage local tourists to come together and support these traders.

"We are extremely happy to be able to work with an international brand like Carlsberg to shed light on our local traders and attract more visitors to this international tourist attraction. Whilst things are slowly moving in the right direction, especially with the rehabilitation of Petaling Street, there is still much more to be done. Many of these vendors have been here for over a century, so it is no longer just about preserving livelihoods, but also conserving the history and rich culture of what these individuals bring to the area. We are extremely grateful to have a brand like Carlsberg leading the reigns," said Dato' Ang Say Tee, Chairman of Kuala Lumpur Hawkers and Petty Traders Association.

"The campaign theme for CNY this year, 'Coming Together for a Smoother Year' is extremely fitting given what we have all lived through the last two years. 2022 is a new beginning for all of us, and Carlsberg, with such an astute understanding of their customers, has put together a campaign that not only encourages positivity but allows everyone to have better clarity and focus for a smoother, happier and healthier year ahead," said Dato' Joey Yap when he took centre stage sharing insights on the Lunar New Year 2022.

For more information on all ongoing Carlsberg's Chinese New Year promotions and events, visit <https://www.carlsbergcny.com.my>. Be sure to 'Like' and 'Follow' CarlsbergMY on Facebook at [www.facebook.com/CarlsbergMY](http://www.facebook.com/CarlsbergMY) for the latest updates!

Of course, as part of living a safe and responsible life, we advocate responsible consumption, always remember if you drink, don't drive – #CelebrateResponsibly.

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## Contacts

### Media Relations:

#### Team Carlsberg Malaysia:

Wong Ee Lin, Corporate Affairs Assistant Manager +603-55226 404  
Jaslyn Ng, Marketing Manager +603-55226 688

[eelin.wong@carlsberg.asia](mailto:eelin.wong@carlsberg.asia)  
[jaslyn.jl.ng@carlsberg.asia](mailto:jaslyn.jl.ng@carlsberg.asia)

#### Team Continuum PR:

Michelle Bridget +60 12-697 7356  
William Tan +60 113-306 4329

[michelle.bridget@continuumpr.com](mailto:michelle.bridget@continuumpr.com)  
[william.tan@continuumpr.com](mailto:william.tan@continuumpr.com)



### **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, 1664 Rosé, Japan's No.1 premium beer Asahi Super Dry, European cider Somersby, British-inspired Connor's Stout Porter draught, as well as US award-winning craft beer Brooklyn Brewery. Our local brands include SKOL, 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](http://www.carlsbergmalaysia.com.my)

## Carlsberg 农历新年庆典开跑，为首都唐人街注入佳节气息

Carlsberg 与各界人士“酒违相逢，齐庆顺年”，在 REXKL 献上艺术文化及美食美酒

（吉隆坡 17 讯）度过了两年静悄悄的农历新年后，Carlsberg 欢迎大家齐来吉隆坡遗产核心区——茨厂街，共同欢庆佳节，体验本地文化艺术和美食饮料。从 1 月 17 日至 2 月 13 日，Carlsberg 将在 REXKL 举办为期一个月的农历新年庆典活动，为吉隆坡文化枢纽带来生气勃勃的互动体验，并推广茨厂街一带的美食饮料，带动本地旅游。

Carlsberg “酒违相逢，齐庆顺年”农历新年庆典活动，为都市人献上现代文化、本地美食，以及新奇的数码体验，加上其著名国际啤酒，让传统节庆更上一层楼，到访者为前程似锦，事事顺利的一年而干杯时，感觉更有气氛！

马来西亚 Carlsberg 集团董事经理葛利尼（Stefano Clini）表示：“与本集团回馈社会的承诺一致，我们想趁农历佳节为本地旅游业和饮食业者尽一份力，因此决定在 REXKL 这个社区文化中心举办我们的农历新年庆典，同时为消费者带来一个屋檐下吃喝玩乐的体验，在农历新年期间体验各种传统佳节文化。”

为了拉开活动序幕，Carlsberg 特别主办了一场启动仪式，来自各界的嘉宾先在 REXKL 食堂享用美食美酒，随后前往主要活动区，提前迎接农历新年，开启一帆风顺，福寿安康的一年，并观赏清耳悦心的华乐演奏、大马书画家王嘉堃现场挥毫，而一场震撼的舞狮表演为启动仪式锦上添花。

听完吉隆坡小贩商业公会主席发表演讲后，舞台交给了世界第一风水和中华术数专家 Dato' Joey Yap 分享 2022 年前景。随着夜幕降临，各位来宾在好酒和好友的陪同下，共享欢乐时刻，也不忘遵守社交距离、理性饮酒。

Carlsberg 与 REXKL 的合作涉及一项为期一个月的农历新年特展，其包括传统表演艺术、文化、美食和饮料。该场所设有一个由 Carlsberg 啤酒筐打造的迷宫酒吧，以及一个互动数码许愿灯区，消费者可在其中输入各自的新年问候或愿望。除此之外，啤酒爱好者可从十二生肖互动墙，得到一些小贴士，让今年一帆风顺，福寿安康。

Carlsberg 与吉隆坡小贩商业公会的伙伴关系，旨在助力茨厂街业者强势回归。通过此项合作，Carlsberg 承诺支持本地业者（#SupportLokal），协助小贩业者无论在生活中或生意上，重获光辉岁月。通过社交媒体发布视频，分享业者的故事和困境，并推广他们的正宗美食，Carlsberg 相信能够鼓励本地游客前来助力业者复苏。

吉隆坡小贩商业公会主席拿督洪细弟指出：“本会很高兴能够与国际品牌 Carlsberg 合作，吸引更多游客到访茨厂街这个国际旅游景点，力挺当地业者。虽然大致情况渐渐朝着正确方向前行，茨厂街复兴计划也逐渐取得成果，但仍有大量工作要做。许多茨厂街一带的业者已有百多年历史，所以除了帮助他们维持生计，我们也必须保留他们为这一带所添加的丰富历史文化色彩，而我们非常感激有 Carlsberg 引领这份努力。”



Dato' Joey Yap 说道：“今年以‘酒违相逢，齐庆顺年’为主题的农历新年活动，写照我们过去两年的生活经历。对大家而言，2022 年是一个新开始，而 Carlsberg 凭着对消费者的了解，精心策划了一项正能量满满的活动，让每个人都能更清楚、更专注于迈向更顺利、更快乐和更健康的一年。”

更多关于所有正在进行的农历新年促销活动的详情，请浏览 <https://www.carlsbergcny.com.my>。记得点击 [www.facebook.com/CarlsbergMY](http://www.facebook.com/CarlsbergMY) 按赞追踪 CarlsbergMY 脸书专页，以获得最新资讯！

当然，为了生活安全、责任心，我们提倡#理性饮酒，时时刻刻记住“酒后不开车，平安到永久”。

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## 联络方式

### 媒体公关:

#### 马来西亚 Carlsberg 集团:

企业事务副经理 黄玉玲 Wong Ee Lin  
市场经理 Jaslyn Ng

+603-55226 404  
+603-55226 688

[eelin.wong@carlsberg.asia](mailto:eelin.wong@carlsberg.asia)  
[jaslyn.jl.ng@carlsberg.asia](mailto:jaslyn.jl.ng@carlsberg.asia)

#### Continuum PR:

Michelle Bridget  
William Tan

+60 12-697 7356  
+60 113-306 4329

[michelle.bridget@continuumpr.com](mailto:michelle.bridget@continuumpr.com)  
[william.tan@continuumpr.com](mailto:william.tan@continuumpr.com)

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