

FOR IMMEDIATE RELEASE

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Page 1 of 2

The Crafty Connor's is Back with a Cooler Look

A brand new sleek Connor's glassware to serve the perfect union of four malts for consumer to taste the good times

SHAH ALAM, 20 June 2022 – Revel in the rich flavours of Connor's Stout Porter in the all new pint glass available in 250ml and 500ml, designed to deliver a smooth, roasty and creamy well-bodied premium drinking experience with every sip of stout.

With a taller, sleeker and more sophisticated look and feel, Connor's latest innovative offering adds more British flavour for a great night out with mates. The most stand-out feature of the new pint is the iconic brand's embossed lettering along one side of the glass. The raised letters gives stout lovers a sensational feel of the glass when going in for a quick toast or if it is just sitting in the palm of the hand.

The new design also brilliantly enhances the signature cascading creamy head that all Connor's lovers enjoy. Topping off that effect is its superior rounded top which captures the aromas of the four premium malts delivering waves of flavour when it hits the nose for the perfect sip of Connor's.

As drinkers take their last sip, they are greeted by the Union Jack flag at the base of the glass which adds that premium British touch to the overall look and feel.

"Connor's Stout Porter continues to deliver innovations that promises to give modern stout lovers the opportunity to 'Taste the Good Times' anywhere, anytime! This new glassware's exceptional design aims to add that extra premium touch to the Connor's Stout Porter draught experience both at home and at their favourite bars," commented Stefano Clini, Managing Director of Carlsberg Malaysia.

To bring home the delightful British-pub like experience, consumers will be able to own their very own new 250ml glassware anytime they purchase an 8-can pack of Connor's at super and hypermarkets or at Carlsberg Official Store Shopee. At entertainment outlets, drinkers can also take a 250ml pint glass home with purchase of three full pints or six half pints of Connor's.

Consumers will also be thrilled to know that an added reward of a Marshall Acton II Speaker worth RM1,299 will be given away as a Grand Prize or a limited-edition Connor's Dartboard worth RM400 is up for grabs, all available through purchases of Connor's at super and hypermarkets and Carlsberg Official Store Shopee from now until 31 July 2022. The deal also extends to entertainment outlets and with any purchase above RM20 at participating convenience stores from 1 July to 31 August 2022.

For more information, follow Connor's on Facebook at www.facebook.com/ConnorsMY and Instagram at www.instagram.com/connorsmalaysia. All promotions and contests are open to non-Muslims aged 21 and above. When purchasing and enjoying Connor's, remember to #CelebrateResponsibly – if you drink, don't drive!



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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 Hong Kong, Taiwan, Laos, Cambodia and Thailand.

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. 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, and US award-winning craft beer Brooklyn Brewery as well as Tuborg Strong. 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

精妙的 Connor's 以更酷的造型登场

全新 Connor's 时尚酒杯献上四种麦芽的完美结合，让消费者品尝美好时光

（**莎亚南 6 月 20 日讯**）与 Connor's Stout Porter 全新 250 毫升及 500 毫升酒杯乐在其醇香美味，让每一口品尝带来口感顺滑、香烤韵味、泡沫浓厚的精致饮酒体验。

Connor's 的最新创新以更高、更时尚、更精致的外观和质感，为您与好友的美好夜晚增添英伦风味。酒杯一侧有着该品牌的浮雕文字，成为了最出众的特色，有助于提高触觉，使酒杯握在手里时超有质感，黑啤爱好者一起干杯时也超有感觉。

受 Connor's 迷们深爱的著名浓厚泡沫倾泻效果，也在这款新设计中得到提升。为了达到更好效果，该酒杯的圆形顶部出色，可捕捉这款黑啤的四种优质麦芽芳香，在您闻到的一瞬间散发一丝美味，让您品尝 Connor's 的完美。

喝到最后一口时，酒杯底部的英国国旗将向饮者致意，为整体外观和感觉增添了奢华的英伦风。

马来西亚 Carlsberg 集团董事经理葛利尼（Stefano Clini）指出，“Connor's Stout Porter 继续推进创新，承诺让黑啤爱好者有机会随时随地‘品尝美好时光’！这款新酒杯的别致设计，旨在为 Connor's Stout Porter 饮者的生啤体验加上精致触感，无论在家里或他们喜爱的酒吧都可以品尝这个奢华感。”

立即把英式酒吧体验带回家！想要拥有这款全新 250 毫升的酒杯，消费者只需在超级市场、霸级市场或 Carlsberg 的 Shopee 官方旗舰店，购买一份 8 罐装 Connor's。在娱乐场所购买 3 大杯（full pint）或 6 小杯（half pint）Connor's 的饮者也可以把这款 250 毫升的酒杯带回家。

消费者也享有机会赢取额外奖励——价值 1299 令吉 Marshall Acton II 音箱的大奖，或价值 400 令吉的限量版 Connor's 飞镖盘。想赢取的话，那就从即日起至 2022 年 7 月 31 日，在超级市场、霸级市场、Carlsberg 的 Shopee 官方旗舰店购买 Connor's。从 2022 年 7 月 1 日至 8 月 31 日在娱乐场所畅饮 Connor's，以及在有参与便利店购买 20 令吉以上 Connor's 的消费者也可享有赢奖机会。

更多详情，请在脸书（www.facebook.com/ConnorsMY）和 Instagram（www.instagram.com/connorsmalaysia）跟踪 Connor's。所有促销与竞赛仅供 21 岁以上的非穆斯林人士。在购买畅饮 Connor's 时，记得#理性饮酒，时时刻刻记住“酒后不开车，平安到永久”。

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