

FOR IMMEDIATE RELEASE

Press Statement 29/2022

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Page 1 of 2

## Carlsberg Celebrates Record Breaking 30-Year Partnership with Liverpool FC!

**SHAH ALAM, 2 August 2022** – The longest standing partnership in the Premier League dates back to 1992, when Carlsberg became the official sponsor of Liverpool FC. Since then, Carlsberg has walked side by side, through the ups and the downs for over a quarter of a century. To memorialise three decades of wins, losses, goals, almost goals and championship titles, Carlsberg celebrates its record-breaking relationship with Liverpool FC by rewarding punters with an exclusive *Carlsberg Liverpool FC Legends Edition 6-can pack* and a meet-and-greet opportunity with Liverpool FC legends.

Carlsberg's well-established partnership with Liverpool FC has stood the test of time and reflects the strength of the two internationally renowned brands in the world of football. From successfully delivering some of the most memorable football campaigns such as trips to Anfield, meet and greet with players and legends, special edition cans and merchandise to the first-of-its-kind Carlsberg Red Barley, the Carlsberg brand's long-standing reputation as a strong supporter of Liverpool FC and promoter of football worldwide remains undefeated.

This year, Carlsberg keeps the football passion alive and delivers an exhilarating season of football excursions, viewing parties, commemorative limited-edition merchandise and a special surprise to celebrate the league.

"We are most happy and grateful that all our fans have made Carlsberg the beer of choice for every football occasion. Carlsberg has always been at the heart of football, and we are committed to continuously delivering the best football experiences to consumers who love the game as much as our brews. We want to honour the pride, loyalty and support of our fans with yet another exciting campaign this year to mark the 30-year partnership between Carlsberg and Liverpool FC," commented Stefano Clini, Managing Director of Carlsberg Malaysia.

On 12 July 2022, 100 Carlsberg contest winners were treated to an all-expense paid trip to Thailand to catch the exhilarating pre-season match between Liverpool FC and Manchester United at the Rajamangala National Stadium in Bangkok.

In August, Carlsberg heats-up the playing field even further with Carlsberg x Liverpool FC's 30-year partnership limited-edition cans! The 6-can collectible pack pays tribute to Liverpool FC's six phenomenal icons and their jerseys, stunningly created to mark the celebration.

To top it all off, fans are invited to the *Carlsberg x Liverpool FC LEGENDary Experience* on 27 August 2022 at Plaza Arkadia to meet two of the biggest names in Liverpool FC history and enjoy a night of football and beer.

Fans can stand a chance to win these limited-edition keepsake cans when they purchase six full pints, 10 half pints, two buckets or one tower at their favourite bar or when they spend a minimum of RM20 at convenience stores or RM30 at super and hypermarkets and 99 Speedmart on either Carlsberg Danish Pilsner, Carlsberg Smooth Draught or Carlsberg Special Brew.



Liverpool FC lovers can also get the set for free when they buy RM300 worth of Carlsberg Danish Pilsner, Carlsberg Smooth Draught or Carlsberg Special Brew at super and hypermarkets and 99 Speedmart, official Carlsberg's online stores.

In addition, 100 mini football festivals have also been scheduled across Malaysia's favourite eateries as the Premier League season commences. Football aficionado's will have a chance at getting their hands on exclusive football merchandise including the 6-pack *Carlsberg Liverpool FC Legends Edition* cans via lucky draw, when they purchase three quarts of Carlsberg Danish Pilsner, Carlsberg Smooth Draught or Carlsberg Special Brew, all happening from August to October 2022.

Months of preparation have gone into making football fans' ultimate dreams come true, so don't miss out and keep up to date by visiting [www.carlsbergfootball.com](http://www.carlsbergfootball.com). Be sure to 'Like' and 'Follow' CarlsbergMY on Facebook at [www.facebook.com/CarlsbergMY](https://www.facebook.com/CarlsbergMY) for the latest updates!

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

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For more communication materials, scan here:



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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](http://www.carlsbergmalaysia.com.my)

## Carlsberg 欢庆与利物浦俱乐部破纪录的 30 年伙伴关系！

（**莎亚南 8 月 2 日讯**）英超联赛最悠久的伙伴关系可追溯至 1992 年，Carlsberg 在当年成为了利物浦足球俱乐部的官方赞助商。从那时起，Carlsberg 就与该球队并肩前行、同欢同愁超过了四分之一世纪。为了纪念 30 年来的胜利失利、进球亮点、冠军头衔，Carlsberg 欢庆与利物浦俱乐部破纪录的伙伴关系，并准备了各种好康奖励粉丝，包括独家 6 罐装 Carlsberg 利物浦俱乐部传奇版（Carlsberg Liverpool FC Legends Edition 6-can pack），以及与利物浦俱乐部传奇球员见面的机会！

Carlsberg 与利物浦俱乐部的良好伙伴关系，不仅经得起时间的考验，也体现了这两大国际知名品牌在足球界的势力。从安菲尔德之旅、与球员及传奇人物的见面会、特别版罐装和周边商品，到首创的 Carlsberg 红色大麦啤酒（Carlsberg Red Barley），Carlsberg 品牌所成功举办的各种难忘足球主题体验，使其作为利物浦俱乐部强力支持者、全球足球推广者的长期声誉仍然不败。

今年，Carlsberg 继续燃烧足球热潮，带来各种振奋人心的足球盛事、观看派对、限量版纪念周边商品，以及特别惊喜，共庆赛事。

马来西亚 Carlsberg 集团董事经理葛利尼（Stefano Clini）表示，“很高兴也很感激，我们的粉丝选择了 Carlsberg，作为每场足球赛事的首选啤酒。Carlsberg 一直以来都处在足球的核心，我们致力继续为热爱这个运动、热爱我们的啤酒的消费者，带来最棒的足球体验。为了向我们的粉丝所给予的光荣、忠诚和支持致敬，我们今年再度展开一个激动人心的市场活动，并庆祝 Carlsberg 与利物浦俱乐部 30 年的伙伴关系。”

在 2022 年 7 月 12 日，100 位 Carlsberg 有奖竞赛获胜者，赢得了全程免费泰国之旅，到曼谷拉加曼加拉国家体育场，现场观看利物浦与曼联的震撼季前赛。

在 8 月，Carlsberg 进一步增加热度，推出了 Carlsberg 与利物浦俱乐部 30 年伙伴关系限量版罐装！专为此盛事而精美打造，这一包值得收藏的 6 罐装，向 6 位利物浦俱乐部的非凡人物，以及他们的球衣致敬。

不仅如此，各位粉丝也受邀出席于 2022 年 8 月 27 日在吉隆坡 Desa ParkCity 的 Plaza Arkadia 举办的 Carlsberg x Liverpool FC LEGENDary Experience 传奇体验，与利物浦俱乐部史上最大牌的两位球星见面，尽享足球啤酒之夜。

各位粉丝可享有机会赢取前述限量版纪念罐装，只需在他们喜爱的酒吧购买 6 大杯 (full pint)、10 小杯 (half pint)、2 桶或一个啤酒塔；或在便利店消费至少 20 令吉，或在超市霸市及 99 Speedmart 连锁店消费 30 令吉，购买任何 Carlsberg Danish Pilsner、Carlsberg 顺啤（Carlsberg Smooth Draught）或 Carlsberg Special Brew。



利物浦俱乐部的爱好者也可免费获取这一包罐装，只需在超市霸市、99 Speedmart 连锁店及 Carlsberg 官方网店，购买价值 300 令吉的 Carlsberg Danish Pilsner、Carlsberg 顺啤或 Carlsberg Special Brew。

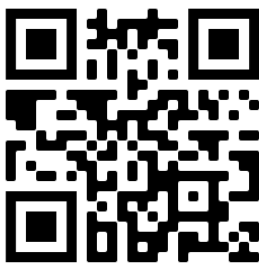
此外，随着新赛季英超联赛开打，100 场迷你足球节即将在全马各地的餐饮处所展开，让各位球迷有机会从 2022 年 8 月起至 10 月，通过幸运抽奖、购买 3 大瓶 Carlsberg Danish Pilsner、Carlsberg 顺啤或 Carlsberg Special Brew，赢取独家足球周边商品，包括 6 罐装 Carlsberg 利物浦俱乐部传奇版。

数月的准备只为了让足球迷的终极梦想成真，所以万万别错过，浏览 [www.carlsbergfootball.com](http://www.carlsbergfootball.com) 了解更多。记得在脸书点赞跟踪 CarlsbergMY ([www.facebook.com/CarlsbergMY](http://www.facebook.com/CarlsbergMY)) 以获知最新资讯。

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