

FOR IMMEDIATE RELEASE

Press Statement 34/2022

19 October 2022

Page 1 of 2

Over 1,200 Music Festival-Goers pledges to #CelebrateResponsibly at Carlsberg's sponsored Music Fests

In conjunction with the Global Beer Responsible Day on 18 September, Carlsberg Malaysia advocates no drink driving over a month-long responsible drinking campaign

SHAH ALAM, 19 October 2022 – With music festivals brought back to life after the pandemic hiatus, Carlsberg Malaysia has stepped up in advocating the importance of responsible drinking by rolling-out a month-long #CelebrateResponsibly campaign at its sponsored music festivals held in Kuching, Miri and Genting respectively. The campaign saw over 1,200 consumers pledging to no driving under the influence of alcohol and had their blood alcohol content (BAC) tested against the national BAC limit of 0.05% (50mg of alcohol in 100ml of blood).

Having run for eight consecutive years, the annual #CelebrateResponsibly campaign reiterates Carlsberg Malaysia's commitment towards the worldwide Global Beer Responsible Day to promote the culture of responsible drinking, as well as in support of the International Alliance for Responsible Drinking (IARD), a non-profit organisation aimed at reducing irresponsible drinking. The campaign is the brewer's flagship programme in delivering one of its sustainability priorities – ZERO Irresponsible Drinking - which is aligned with the UNSDG Goal #3 – Ensure healthy lives and promote well-being for all at all ages.

Mindful of the massive crowd who consumed alcohol at the festival grounds of the Borneo Music Festival Live 2022 in Kuching, the Neon Borneo Festival in Miri, and the Genting Starlight Festival at Genting Highlands, the brewer empowered 21 employees to play the role of #CelebrateResponsibly ambassadors to spread the awareness of the legal purchasing age, educate them on the national legal BAC limit of 0.05% and encourage them to get their BAC tested on the spot to change their mindset and behaviours about drink driving.

“With throngs of party-goers returning to festivals after having been cooped up indoors for the past two years, we took this opportunity to amplify our ZERO Irresponsible Drinking sustainability priority by encouraging our consumers to make responsible consumption decisions and change their mindset about irresponsible behaviours about excessive drinking and driving under the influence of alcohol, as advocated at our #CelebrateResponsibly campaign,” said Pearl Lai, Carlsberg Malaysia's Corporate Affairs & Sustainability Director.

“In driving mindset and behavioural change, we equipped consumers with the knowledge on one's alcohol tolerance, of which factors affecting it are typically one's body weight, gender and age, as well as the tools to measure one's BAC after drinking, against the country's permitted BAC limits. In

addition, we also made alcohol-free beverage like Somersby 0.0 available for sampling as we are cognizant of the change in drinking habits as more people opt for non-alcoholic brews,” Lai added.

“This year, Carlsberg beer celebrates its 175-year young birthday while Carlsberg Malaysia is celebrating 50 years of local production of Carlsberg beer. For many years, we are committed to the craft of brewing the finest beers, stouts and ciders with utmost care, pride and quality. We want to share with our consumers the exemplary taste, quality and natural ingredients used in our brews, not the intoxicating effects of drinking alcohol excessively or irresponsibly. With this, I invite all of our consumers to join us in advocating a #CelebrateResponsibly mindset and behaviour to safeguard our health, wellness and accessibility to alcohol,” Lai urged.

In previous years, Carlsberg Malaysia has also shown significant support for their partners and consumers by offering incentives in the form of discounted rides in partnership with five e-hailing and chauffeur on-call service providers namely Grab, Riding Pink, airasia Ride, Lailah and Buddy Driver, in collaboration with over 3,000 bars, bistros and restaurants in its effort to fight against drink driving.

To show support towards the campaign, head over to this link <https://www.instagram.com/ar/756719375397369> to pledge your support for ZERO irresponsible drinking. #CelebrateResponsibly – don't drink and drive!

– End –

For more communication materials, scan here:



Contacts

Media Relations:

Team Carlsberg Malaysia:

Immy Ooi, Corporate Affairs & Sustainability Senior Manager +603-55226 431
Wong Ee Lin, Corporate Affairs Assistant Manager +603-55226 404

immy.li.ooi@carlsberg.asia
eelin.wong@carlsberg.asia

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

供即时发布

新闻稿 34/2022
19 日 10 月 2022 年

Page 1 of 2

超过 1,200 名音乐节出席者承诺与支持#理性喝酒在皇帽赞助的音乐节上

配合 9 月 18 日的全球啤酒负责任日，马来西亚 Carlsberg 集团在为期一个月的负责任饮酒活动中倡导禁止酒后驾驶

莎阿南，2022 年 10 月 19 日 - 随着音乐节在新冠大流行中断后的恢复，马来西亚 Carlsberg 集团通过在古晋、美里和云顶举办的赞助音乐节上推出为期一个月的“酒后不开车，平安到永久”（#CelebrateResponsibly）理性饮酒觉醒活动，加强宣传负责任饮酒的重要性。该活动见证了超过 1,200 名出席者承诺在酒精影响下不开车，并根据国家 BAC 限值 0.05%（100 毫升血液中的 50 毫克酒精）对他们的血液酒精含量(BAC)进行测试。

连续八年举办的年度“酒后不开车，平安到永久”醒觉活动重申了马来西亚 Carlsberg 集团对全球全球啤酒负责任日的承诺，以促进负责任饮酒的文化，并支持国际负责任饮酒联盟(IARD)，这是一个旨在减少不负责任的饮酒。该活动是酿酒商的旗舰方案，旨在实现其可持续发展的优先事项之一——零不负责任饮酒——这与联合国可持续发展目标#3——确保健康的生活并促进所有年龄段的人的福祉相一致。

考虑到分别在古晋的 Borneo Music Festival Live 2022、美里的 Neon Borneo Festival 和云顶高原的 Starlight Carnival 将拥有大量饮酒的人群，该酒商授权 21 名员工饰演“酒后不开车，平安到永久”大使的角色，宣传法定购买年龄意识，教育他们了解国家法定 BAC 0.05%的限值，鼓励他们现场检测 BAC，以改变他们对酒后驾驶的心态和行为。

马来西亚 Carlsberg 集团企业事务总监赖始竹说道：“在过去被逼待在室内的两年后，在大批热爱派对的人返回节日的时候，我们借此机会通过鼓励我们的消费者做出负责任的消费决定，正如我们在“酒后不开车，平安到永久”活动中所倡导的那样，改变他们对过度饮酒和酒后驾驶的不负责任行为的心态。”

她表示：“在驾驶思维方式和行为改变的过程中，我们为消费者提供了关于自己对酒精耐受性的知识，其中影响它的因素通常是一个人的体重、性别和年龄，以及根据国家允许的 BAC 限值测量饮酒后 BAC 的工具。此外，无酒精饮料如 Somersby 0.0 也提供试饮在个音乐节，因为我们意识到随着越来越多的人选择不含酒精的啤酒，他们的饮酒习惯也产生了变化。”

赖始竹强调：今年，嘉士伯啤酒庆祝其 175 岁生日，而马来西亚嘉士伯啤酒庆祝本地生产嘉士伯啤酒 50 周年。多年来，我们致力于酿造最好的啤酒、黑啤和果酒，并以最大的关怀、自豪和品质。我们希望与我们的消费者分享我们酿造中使用的典型口味、质量和天然成分，而不是过度或不负责地饮酒的醉人效果。借此，我邀请我们所有的消费者与我们一起倡导“酒后不开车，平安到永久”的心态和行为，以保护我们的健康和获得酒精的机会。”

在过去的几年里，马来西亚嘉 Carlsberg 集团还通过与五家电子叫车和司机随叫随到服务提供商如，Grab Riding Pink、airasia Ride、Lailah 和 Buddy Driver 与 3,000 多家酒吧、小酒馆和餐馆合作，努力打击酒后驾驶。

请浏览此链接来支持这项活动和承诺支持“零非理性饮酒”，<https://www.instagram.com/ar/756719375397369> #CelebrateResponsibly - “酒后不开车，平安到永久”！

- 完 -

更多交流质询，扫描这里：



联络方式

媒体公关：

马来西亚嘉士伯团队：

黄丽荫 Immy Ooi

+603-55226 431

immy.li.ooi@carlsberg.asia

黄玉玲 Wong Ee Lin

+603-55226 404

eelin.wong@carlsberg.asia

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