

FOR IMMEDIATE RELEASE

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## Living Up #BestWithCarlsberg Moments at A Luxury Weekend Getaway!

**Treating beer lovers to unparalleled luxury, adventure, and, of course, Carlsberg's finest brews**

SHAH ALAM, 31 October 2023 – Carlsberg, has once again demonstrated its commitment to creating exceptional experiences for beer lovers, this time via its #BestWithCarlsberg luxury weekend getaway. True to the brand's constant efforts for improvement and refinement in the progressive pursuit of better, the exclusive excursion for 280 consumers, worth RM50,000 each, turned out to be a memorable and extraordinary event, leaving consumers with cherished memories that will last a lifetime.

Over the course of an entire weekend, the #BestWithCarlsberg entourage embarked on an extraordinary journey to Langkawi, the idyllic island renowned for its natural beauty, stunning beaches, and vibrant culture. Enjoying VIP treatment from the get-go, winners and their seven guests were whisked away in style right from their doorstep and chartered to the airport. Upon arrival in Langkawi, they were then escorted to their lavish accommodations at 5-star hotels The Datai and The Danna. The top-notch treatment did not end there as each room was set up with exclusive Carlsberg goodies which vacationers could enjoy throughout their stay.

The entire trip proved to be the showstopper with Carlsberg pulling out all the stops to ensure that every moment was made #BestWithCarlsberg. After enjoying a delectable chill-out BBQ dinner on the beach with beer-infused concoctions, all 280 guests were ferried to a private Carlsberg Island the very next day. Having taken over the entire reef, the island was transformed into a Carlsberg retreat with every nook ready for action.

As consumers stepped onto the dock, they were greeted with a plethora of exciting hustles. Everyone eagerly switched into action as they took on the flying fox tower, jet ski rides as well as soaked in beer and party vibes on the sunset cruise. Consumers were also able to amp up their virtual skills at the 'Switch it On!' zone which featured fun Nintendo group games, the 'Hu the Best?' mahjong grove for tile masters and challenge their mates at the play area where giant Jenga and giant beer pong games were erected for ultimate fun battles. Scattered across the island were also Chill-Out stations where consumers could lie back and bum it up beach style, get in some braided hair styling or indulge in a massage. There was also a beer cocktail station that gave guests the low-down on how to create their winning party drink.

Undoubtedly, there was also delicious food, free-flow of Carlsberg brews and live music that kept up consumers' #BestWithCarlsberg moments. As the sun set, the play area quickly morphed into a beach bash which saw non-stop dancing to pumping progressive beats that pushed the evening into hyperdrive.

"This was such an amazing holiday! We were so excited when our friend won because, unlike most contests, Carlsberg allowed the winners to bring seven friends along with them, I mean where would you ever get that sort of prize. It's been a really great experience, lots of fun and extremely memorable, so thank you Carlsberg and cheers to #BestWithCarlsberg!" commented Ooi Kok Leong an Accountant from Penang.

"This #BestWithCarlsberg getaway blew me away. It gave all of us a much-needed break and it was pure luxury from start to finish. I couldn't have asked for a better way to have fun and let loose over a weekend. Big thanks to Carlsberg, this was definitely a fantastic trip," added businessman from Taiping, Sandev Singh Thind Suckdzir Singh.

Consumers were brimming with smiles and cheers as the night came to a close, leaving the #BestWithCarlsberg celebration with cherished memories and new friendships.

Commenting on this event, Olga Pulyaeva, Marketing Director of Carlsberg Malaysia, said, "We are thrilled to host the #BestWithCarlsberg weekend getaway as a token of appreciation for our loyal consumers. Carlsberg has always been about quality, and that extends beyond our beers to the experiences we provide beer enthusiasts. This event embodies our brand's values of innovation, and we hope to continue offering consumers extraordinary moments."

To stay ahead of the game, be sure to 'Like' and 'Follow' @CarlsbergMY on Facebook and Instagram for the latest updates on activities and giveaways.

At Carlsberg Malaysia, we advocate responsible consumption, always remember if you drink, don't drive – **#CELEBRATERESPONSIBLY**.

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For more information, please scan:



#### 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

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



Goh I Ching

+60 14-218 1906

[iching@continuumpr.com](mailto:iching@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 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 Asahi Super Dry, European cider Somersby, British-inspired Connor's Stout Porter draught, and craft beer Brooklyn Brewery as well as Tuborg Strong. Our local brands include SKOL, Royal Stout 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).

## 豪华周末之旅 享受 #BestWithCarlsberg 美好时刻

为啤酒爱好者带来无比的豪华和刺激，当然还有 Carlsberg 优质啤酒

(莎亚南 2023 年 10 月 31 日讯) Carlsberg 再度展现了为啤酒爱好者创造别致体验的承诺，此次通过 #BestWithCarlsberg 豪华周末之旅献上。秉承品牌精益求精、追求完美的精神，这趟每人价值 5 万令吉的独家之旅，成为了 280 位消费者的难忘非凡盛事，为他们留下了珍贵的回忆。

在一个美好的周末，#BestWithCarlsberg 队伍开启了非凡之旅，前往浮罗交怡，这座别有洞天的岛屿以自然美景、绝美海滩和丰富文化而闻名。每位得奖者与 7 位同行者享有 VIP 般的待遇，配备专车接送机场，让路途更顺畅。抵达浮罗交怡后，各位宾客就被迎接到他们的豪华旅馆，也就是 5 星级的 The Datai and The Danna 度假酒店。顶级的待遇不仅如此，每个房间都准备了 Carlsberg 的独家好康，让各位宾客在入住期间尽情享受。

Carlsberg 竭尽全力实现每一个 #BestWithCarlsberg 的美好时刻，整趟旅程的安排引人入胜。在海滩上悠哉享用啤酒调制菜肴的烧烤晚餐之后，全体 280 位宾客隔天乘船到一座 Carlsberg 私人岛屿。被包下的这座岛经过大改造后，变成了 Carlsberg 度假胜地，每个角落的玩意都准备好火力全开。

到达码头后，各种好玩活动迎接宾客的到来。每个人都迫不及待地玩起来，有的登上飞狐缆绳，乘坐摩托艇，以及在夕阳游艇上尽享啤酒和派对气氛。消费者还可以磨练各自的虚拟游戏技能，包括在充满任天堂 (Nintendo) 好玩集体游戏的 Switch it On! 区，以及 Hu the Best? 麻将游戏，还能在游戏区互相挑战，这里设有超大型叠叠乐 (Jenga)、啤酒乒乓球游戏，展开终极好玩比拼。岛上还分布着休闲站，让消费者躺下来，享受海浪沙滩，做个辫子发型，或尽情享受按摩服务。另外还有啤酒鸡尾酒站，让各位宾客了解如何制作他们的优良派对饮料。

当然也少不了美味佳肴、无限量 Carlsberg 啤酒，以及现场音乐，让消费者的 #BestWithCarlsberg 美好时刻不息。黄昏时分，玩乐区很快就变成了一场海滩音乐节，可见大家跟随音乐节奏不停地跳动，把夜晚推向了高潮。

来自檳城的会计师 Ooi Kok Leong 说：“这趟旅程实在是太棒了！当知道我们的朋友得奖时，我们兴奋的不得了，因为比起其他竞赛，Carlsberg 允许得奖者带 7 位朋友一起来玩，那么好的奖品实在难得。这真的是一个非常好的体验，充满乐趣，而且回忆无穷，真的感谢 Carlsberg，也为 #BestWithCarlsberg 干杯！”

来自太平的商人 Sandev Singh Thind Suckdzir Singh 表示：“这趟 #BestWithCarlsberg 之旅让我感到惊喜，它给了我们久违的放松机会，而且全程豪华十足。能够以这样的方式度过周末，大玩一场，好好放空，我感到满足不已。非常感谢 Carlsberg，这绝对是一个美好之旅。”

随着活动进入尾声，可见消费者满脸笑容，笑声不断，为 #BestWithCarlsberg 庆典留下了珍贵回忆，也开启了新友谊篇章。

马来西亚 Carlsberg 集团市场总监奥加尔（Olga Pulyaeva）指出：“我们很高兴能举办 #BestWithCarlsberg 周末之旅活动，以表达我们对忠实消费者的感谢。Carlsberg 一向来都注重品质，这不仅限于我们的啤酒，也从中延伸到为啤酒爱好者所带来的体验。这场活动体现了我们品牌的创新价值观，我们希望可以继续为消费者献上特殊时刻。”

欲知最新活动和好康，敬请在脸书和 Instagram 点赞跟踪@CarlsbergMY。

马来西亚 Carlsberg 集团倡导理性饮酒，牢牢记住“酒后不开车，平安到永久！”  
（#CELEBRATERESPONSIBLY）

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更多资讯，请扫描：



#### 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)

+603-55226 404

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

市场经理 Jaslyn Ng

+603-55226 688

[Jaslyn.jl.ng@carlsberg.asia](mailto:Jaslyn.jl.ng@carlsberg.asia)

#### Continuum PR 公关公司：

Michelle Bridget

+60 12-697 7356

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

Goh I Ching

+60 14-218 1906

[iching@continuumpr.com](mailto:iching@continuumpr.com)

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