

FOR IMMEDIATE RELEASE

Press Statement 11/2024

2 May 2024

Page 1 of 2

Discover The New Rising Star in Town – Sapporo!

Sapporo brews a shining new chapter for beer enthusiasts in Malaysia, offering the iconic sip from Japan!

SHAH ALAM, 2 May 2024 – The time has come to discover the new rising star in Malaysia – Sapporo Premium Beer – the iconic first beer of Japan. Hailing from the land of the rising sun, consumers are invited to experience and revel in the captivating spirit of Sapporo, where tradition and craftsmanship meet cutting-edge modernisation.

Reinvented with pioneering Japanese craftsmanship, bold ingenuity and with the finest malt and hops, Sapporo offers an amazingly crisp, perfectly refreshing lager beer with a balanced taste. Now brewed locally, consumers can delight in a fresh Sapporo brew, at an ABV of 5%, which delivers unparalleled quality and authenticity from the first sip to the last drop. With its prominent golden star, Sapporo stands out in any crowd, making it a statement for those who appreciate true quality and excellence.

To celebrate the New Star in town, Sapporo is making its way nationwide where beer lovers can try and enjoy the refreshing crisp taste of this Japanese icon. Kicking-off at Connection, Pavilion Kuala Lumpur (PVKL) from 30 April until 5 May, Japanophiles are invited to chill, sip, and discover the brew as well as try their hand at winning cool Sapporo prizes. There are also exclusive merchandise up for sale, so be sure to head down to PVKL!

"Sapporo represents a distinct brewing philosophy that honours both tradition and innovation. Its introduction to Malaysia aligns perfectly with Carlsberg Malaysia's strategy of accelerating our premium portfolio," said Olga Pulyaeva, Marketing Director of Carlsberg Malaysia. "By offering consumers a range of quality brews, we are able to cater to diverse preferences and complement any occasion. Whether it is enjoying a crisp and refreshing beer with friends after work or savouring it with a meal, Sapporo is surely to be appreciated by those seeking for a high-quality experience inspired by Japan."

Now available in draught, tapped from the sleek Katana beer tap, 320ml cans, and 325ml pint bottles alongside 640ml quarts bottles across entertainment outlets, super- and hypermarkets and convenience stores, consumers will be able to enjoy Japan's iconic refined beer that has been crafted with pure artistry anytime, anywhere.

For more information and the latest updates on our upcoming events, visit and follow @SapporoMY on Facebook or Instagram. All promotions and activities are open to non-Muslims aged 21 and above. When purchasing and enjoying Sapporo Premium Beer, remember to **#CELEBRATERESPONSIBLY** – if you drink, don't drive!

– End –



For more information, please scan:



For further enquiries, please contact:

Contacts

Media Relations:

Team Carlsberg Malaysia:

Wong Ee Lin, Corporate Affairs Assistant Manager +603-55226 404
Lee Yee Mei, Senior Brand Manager +603-55226 310

eelin.wong@carlsberg.asia
yeemei.lee@carlsberg.asia

Team Continuum PR:

Michelle Bridget +60 12-697 7356
Goh I Ching +60 14-218 1906

michelle.bridget@continuumpr.com
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, and regional presence via exports.

Our international portfolio of brands features Probably The Best Beer in The World – Carlsberg Danish Pilsner, Carlsberg Smooth Draught and Carlsberg Special Brew. Our international premium brews include France's premium beer 1664 Blanc, 1664 Brut, and 1664 Rosé, the iconic first beer of Japan – Sapporo Premium Beer, European cider Somersby, and British-inspired Connor's Stout Porter draught. 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.

发掘新亮相的明日之星——Sapporo!

Sapporo 为大马啤酒爱好者酿造闪亮新篇章，献上来自日本的标志性口味!

(莎亚南 2024 年 5 月 2 日讯) 是时候发掘马来西亚新亮相的明日之星——日本首个啤酒 Sapporo Premium Beer。来自日出之国的这款标志性啤酒，诚邀消费者体验尽享 Sapporo 之魅，发掘传统与工艺、尖端现代化的巧妙。

Sapporo 运用日本先锋工艺、大胆独创性重塑，并采用最优质麦芽和啤酒花酿造，献上惊艳爽口、完美清新、口感平衡的啤酒。如今，消费者能够享用本地酿造的新鲜 Sapporo 啤酒，酒精度为 (ABV) 5%，从第一口到最后一滴，都提供无与伦比的品质与真实性。凭借其耀眼的金色之星，Sapporo 将会在人群中出众，成为懂得欣赏优良品质、珍视卓越一众的象征。

配合明日之星的到来，Sapporo 将造访全国各地，让本地啤酒爱好者品尝这个日本之星的清爽口感。第一站将从 4 月 30 日至 5 月 5 日，于吉隆坡柏威年广场 (Pavilion Kuala Lumpur) 的 Connection 开跑，欢迎各位哈日族前来做客，品尝与发掘这款啤酒，并有机会赢取 Sapporo 奖品，现场也将出售各种独家商品，欢迎大家前往 PVKL!

马来西亚 Carlsberg 集团市场总监奥尔加 (Olga Pulyaeva) 表示，“Sapporo 代表着一种独特的酿造理念，尊重传统与创新。将 Sapporo 引入马来西亚，与完美符合与本集团加速提升高端产品组合发展的战略。”她表示，“通过为消费者带来一系列优质啤酒，我们能够满足不同品味，并伴随任何场合。无论是下班后与好友共享清爽啤酒，还是用餐时享用，Sapporo 肯定会受到寻找高品质日式体验一众的青睐。”

Sapporo 现以“日本刀” (Katana) 斟出的生啤，包括 320ml 罐装，325ml 和 640ml 瓶装，在各地娱乐场所、超级市场和大型连锁超市及便利店上架，让消费者随时随地都能享用酿造工艺满满的日本标志性优质啤酒。

欲知更多资讯及最新活动动态，敬请浏览官方面子书或 Instagram 关注 @SapporoMY。所有促销与活动仅开放给年龄 21 以上的非穆斯林人士。在购买和享用 Sapporo Premium Beer 时，记得要理性饮酒——“酒后不开车，平安到永久”!

-完-

欲获取更多资讯，请扫描以下二维码:



若有任何询问，请联络以下人员：

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)
高级品牌经理 Lee Yee Mei

+603-55226 404
+603-55226 310

eelin.wong@carlsberg.asia
yeemei.lee@carlsberg.asia

Continuum PR 公关公司：

Michelle Bridget
Goh I Ching

+60 12-697 7356
+60 14-218 1906

michelle.bridget@continuumpr.com
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, and regional presence via exports.

Our international portfolio of brands features Probably The Best Beer in The World – Carlsberg Danish Pilsner, Carlsberg Smooth Draught and Carlsberg Special Brew. Our international premium brews include France’s premium beer 1664 Blanc, 1664 Brut, and 1664 Rosé, the iconic first beer of Japan – Sapporo Premium Beer, European cider Somersby, and British-inspired Connor’s Stout Porter draught. 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.