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## **MALAYSIAN TWIST TO GERMAN OKTOBERFEST 2012**

**Malaysia's Own Oktoberfest prost to the Bavarian festival with an Asian flavour**

**KUALA LUMPUR, 26 September:** It was good beer, good food, good fun and *Oompah* at its best as Carlsberg Malaysia celebrated the “Malaysia’s Own Oktoberfest 2012” media launch with approximately 400 consumers and media at Hakka Restaurant, Kuala Lumpur. The media launch was also graced by Ambassador of Germany His Excellency Dr. Guenter Gruber, Ambassador of Netherlands His Excellency Mr. Paul Bekkers and Ambassador of Denmark His Excellency Nicolai Ruge together with 400 local beer cum food lovers and media to experience the Malaysian’s style of celebrating the beer festival.

“Malaysia’s Own Oktoberfest 2012” is presented by Carlsberg Malaysia to enable consumers to experience first-hand the authentic German beer drinking festival locally, which runs from September 26 to October 7, at 18 key market squares throughout the city cities in Peninsular, and for the first time extending to East Malaysia.

A special promotion to commemorate the event has also been launched where beer enthusiasts can take home a limited edition Oktoberfest beer stein when they take part the promotion at participating outlets.

On the heels of last year’s success, Carlsberg Malaysia ensures this year’s celebration of beer festival will brew greater heights in terms of entertainment, food and hospitality.

As an opening gambit to mark the official launch of “Malaysia’s Own Oktoberfest 2012”, a keg was rolled out for the first “tapping” of beer as traditionally practised at the centuries old Bavarian Oktoberfest in Munich.

At the media launch, guests were feted to a specially prepared Oktoberfest cuisine with a Malaysian twist. Distinctively-styled with an infusion of “East Meets West”, it was a unique gastronomic experience like no other.

Renowned chefs from both sides of the divide combined their flair to create the delectable, mouth-watering and scrumptious cuisine, replicating the traditional German beer drinking festival but with a local flavour!



The highlights were German Chef Jochern Kern did a demo cooking Oktoberfest platter named “Puten Geschnietzeltes Mit Spaetzle” and MD of Carlsberg Malaysia Soren Ravn and GM of Luen Heng F&B Sdn Bhd took the stage to make sausages on the spots with the help of 10 ravishing Miss Universe Malaysia Finalists 2013. With the free flow of Carlsberg, Malaysia’s most preferred beer; as well as three other famous authentic Bavarian brews, namely, Erdinger, Franziskaner and Lowenbrau, featured specially for the occasion, the mood ascended to an exhilarating level.

Guests were also entertained to the rhythmic sounds of the authentic Umpapa band from Germany and keeping the momentum and spirits high were the Carlsberg ambassadors decked in dirndls, dancing the traditional chicken dance.

A plethora of activity and games like the stein race, barrel race and arm wrestling were organised to create a carnival-like atmosphere.

As a dynamic brewer, Carlsberg Malaysia is always happy to reward its loyal consumers for their invaluable support. Last year, the winner of Carlsberg Malaysia’s Oktoberfest Facebook competition, Goy Eu Fung and two of his friends were given a once-in-a-lifetime opportunity to enjoy and witness the Herbstfest Erding in Munich.

“What intrigued me was the Oom-pa-pah band as I am a drummer. I was impressed that Carlsberg Malaysia brought down a German band to entertain us. It was a wholly unforgettable experience,” Goh said.

“Malaysia’s Own Oktoberfest 2012” aims to bring people together to enjoy Malaysia’s favourite beer – Carlsberg and savour authentic German cuisine, dance to Bavarian music and let Carlsberg Malaysia be your host to a party you don’t have to fly to Germany to experience.

The knowledge and awareness amongst consumers on the significance of responsible drinking is Carlsberg Malaysia’s top priority. The brewer will be deploying employee-ambassadors to distribute brochures and encourage consumers to test their BAC (Breath Alcohol Content) as part of its efforts in advocating responsible drinking.

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