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**PRESS
RELEASE**

OKTOBERFEST MARQUEE PARTY ENDS ON A GRAND NOTE **Carlsberg Malaysia offers better entertainment, food and hospitality**

KUALA LUMPUR, October 7, 2012: It was a party not to be missed when Carlsberg Malaysia concluded its “Very Own Oktoberfest 2012” with an ultimate three-day marquee party held at the parking lot of One Utama Shopping Complex.

It was a huge celebration loaded with fun, barrels of good beer, fine authentic German cuisine and traditional performances brought to you proudly by Carlsberg Malaysia in conjunction with the lively, high-energy Oktoberfest celebrated in Munich.

Huge marquees were set up and decorated with props to recreate the Bavarian-style atmosphere and ignite a carnival spirit replicating this rousing beer-drinking festival which is known for its beers, sausages and stein-carrying, lederhosen-clad waitresses.

A whirlwind of activities and games such as the stein race, barrel race and arm wrestling were organised for beer enthusiasts with fantastic prizes won. For food connoisseurs, a huge spread of delectable and mouth-watering authentic German cuisine prepared specially by local chefs was on sale for those who wanted a taste of German fare to whet the appetite and tickle the palette.

Carlsberg, Malaysia’s most preferred beer; as well as three other famous authentic German brews, namely, Erdinger, Franziskaner and Lowenbrau, was featured for the occasion to give visitors a chance to enjoy the authentic beers traditionally consumed during the Oktoberfest. Visitors were also entertained to the rhythmic sounds of the authentic Oom-pa-pah band from Germany. Keeping the momentum and spirits high were the Carlsberg ambassadors decked in dirndls and dancing the traditional chicken dance.

To commemorate the occasion this year, a special promotion was launched where beer enthusiasts took home a free stein ceramic mug when they purchased beers at participating outlets.

On the heels of last year’s glowing success, Carlsberg Malaysia’s Oktoberfest this year reached greater heights in terms of entertainment, food and hospitality.



This most anticipated beer festival, which kicked off on 26 September was celebrated at 18 key market squares throughout the Peninsula, and for the first time extended to East Malaysia.

To launch the event, around 400 media and invited guests were feted to a gourmet dinner with a uniquely Malaysian twist at the Hakka Restaurant in downtown Kuala Lumpur on September 26 where they witnessed the first “tapping” of beer by Carlsberg Managing Director Soren Ravn.

The highlights of the evening were German Chef Jochern Kern doing a cooking demo of an Oktoberfest platter named “Puten Geschnitzteltet Mit Spaetzle” and Ravn and Kenneth Soh, General Manager of Luen Heng F&B Sdn Bhd, taking the stage to make sausages with the help of 10 ravishing Miss Universe Malaysia Finalists 2013.

Carlsberg’s “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 so you don’t have to fly to Germany for such an experience.

As part of its efforts to advocate responsible drinking, Carlsberg Malaysia deployed employees for the duration of the festival to distribute brochures and encourage consumers to test their BAC (Breath Alcohol Content). The knowledge and awareness amongst consumers on the significance of responsible drinking is Carlsberg Malaysia’s top priority.

For more information, please visit www.carlsbergmalaysia.com.my

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This media release has been prepared by Carlsberg Brewery Malaysia Berhad and is for immediate release. For further enquiries please contact:

Pearl Lai	Senior Manager, Group Communications & Marketing	D/L: 03 – 5522 6408 pearllai@carlsberg.com.my
Jude Benjamin	Manager, Group Communications	D/L: 03 – 5522 6474 jude@carlsberg.com.my