



SAMBA WITH SKOL BEER

The Brazilian No. 1 Beer Brand gets a makeover with the Spirit of Brazil

KLANG, 3 April 2013: Inspired by the flamboyant Brazilian national identity and cultural expressions, the No. 1 beer brand in Brazil – SKOL gets a makeover with a splash of fresh Brazilian colours and passion.

This light and refreshing brew, SKOL Beer was introduced into the Malaysian market in 2004. Over the last 9 years, SKOL has received good demand and recorded a steady growth and distribution in both Peninsular and East Malaysia. In the last two years, it has registered a double-digit growth due to its successful consumer promotion campaign.

To celebrate the new look and feel of this internationally renowned beer, Carlsberg Malaysia hosted a Brazilian themed party to unveil the new packaging of SKOL beer at a trade and press launch in Teluk Gong, Port Klang. Perfected with vividly clad samba dancers and lively singing performances at the launch, Soren Ravn, Managing Director of Carlsberg Malaysia unveiled the new packaging of SKOL beer in can, pint and quart bottles as well as introduced the latest thematic campaign featuring its brand ambassador, Ms. Dani Maia, a Brazilian model and swimwear designer.

“Recognised for its top notch quality, SKOL beer won Gold for the Monde Selection Awards 2012 and International Taste & Quality Institute 2012 Superior Taste Award 2012, in the beer and alcoholic beverage category. Entering its ninth year, SKOL, the No. 1 Brazilian beer, has a strong following amongst Malaysian drinkers and is a flagship brand in our portfolio of international brands under the power value segment,” Soren Ravn, Managing Director of Carlsberg Malaysia commented.

“Its award-winning characteristics and great taste can now be seen in an eye-catching hued red and yellow label; and available in 640ml big bottles, 325ml small bottles and 320ml cans, with alcohol content remaining at 5%,” Ravn added.



Crafted from the original European brewing tradition and technology back in 1959, SKOL International was founded by four international breweries in United Kingdom, Canada, Belgium and Sweden. However, its real home is in Brazil, where it has achieved overwhelming success. Today, SKOL continues its undisputed title as the no. 1 best selling beer in Brazil.

In conjunction with the launch of SKOL packaging, consumers can expect an array of thematic activities and consumer promotions. At participating food courts, coffee shops, hawker centres, pubs, hypermarkets and convenience stores, consumers will be rewarded with exclusive premiums or special price.

To spice up the samba thrill, a SKOL Brand Ambassador roving team will make appearances at selected outlets nationwide from April to mid May 2013.

For more information about the SKOL beer, 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:

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