



**PRESS
RELEASE**

CLUB ASAHI MOSCOW BRINGS EUROPE'S BEST TO OUR SHORES

Asahi Super Dry packs out the house at PJ's hottest new entertainment hub

PETALING JAYA, 13 NOVEMBER 2013 – Asahi Super Dry ends the year with a bang as it threw one of the best club nights at Petaling Jaya's hottest new entertainment hub, The Roof. Bringing the enigmatic and unique vibe from one of the world's biggest party hubs, music fans were wrapped in the nightlife that is Moscow.

With two successful Club Asahi events concluding in Kuala Lumpur, themed Tokyo and Penang, themed Miami this year, Asahi Super Dry pulled-out all the stops and made its finale party themed Moscow a mind-blowing night of sights and sounds. With The Roof opening its doors just days before, Club Asahi hosted over 800 invited guests at the entertainment hub's main room, The Play and ignited its one-of-a-kind clubbing experience.

Launched only a year and a half ago Asahi Super Dry has been deemed the fastest growing premium beer in its category. Having outperformed expectations on a very positive level, the brand is making waves in the industry in both market share and recognition.

Henrik Juel Andersen, Managing Director of Carlsberg Malaysia said, "Asahi Super Dry has been deemed the fastest growing premium beer in its category. Its double digit growth has outranked other premium beers in the market. To top it off, the brand awareness levels have also been growing strength to strength with people knowing what Asahi Super Dry is all about. Its distinct Karakuchi method of brewing has also been noted as a key differentiation point for consumers which have driven its popularity and preference amongst beer lovers."

One of the first events to take place at The Roof's Play, Asahi Super Dry doused the entire venue in its sleek signature silver and transformed an Asian avenue into a European party zone.

"Asahi Super Dry, Japan's No.1 premium beer around the world has put together this platform for electronic dance music enthusiasts to enjoy a night that ignites endless possibilities. The Club Asahi concept was meant to bring unique themes and enigmatic experiences from the most dynamic and exciting metropolises around the world right into the heart of some of Malaysia's hottest clubbing venues. This final event was a climax for the Club Asahi series in



2013 and an establishment of Asahi Super Dry's accomplishments in such a short period of time." continued Andersen.

Igniting possibilities and giving clubbers an exceptional experience, Club Asahi Moscow was a night to remember. Starting off the party was the cool and sultry DJ Eva T, who is part of the Asahi Super Dry All-Stars collective. Hitting it up hard with her hypnotic array of electro, house and techno beats, music lovers were propelled into a state of transcending euphoria which set the perfect opening for the following act flown in all the way from Russia.

The main act for the night, all the way from Moscow, was Swanky Tunes. The three-man crew had always experimented with different electronic styles in pursuit of their own sound. At first, it was techno, before moving into a distinctly big-beat influenced sound. Thanks to their solid musical culture and their outstanding studio skills, the Russian trio quickly managed to become one of the most sought after EDM bands around the world and that status became evident as soon as they took over the wheels of steel.

The night drew to a close with everyone in high-spirits and an appeased appetite for a superb night out. Carlsberg Malaysia's 'Drink Responsibly' employee ambassadors was also on hand to spread the awareness of responsible drinking and party safe while giving out bottles of Evian mineral water.

Not just centered around music and drinking, Asahi Super Dry is all about meeting new people, being immersed in the different kinds of elements from around the world and having a great night out with people who share the same interests – essentially igniting possibilities from the smallest encounters to the biggest surprises and with that, offered guests the ultimate experience. For more information on Club Asahi – Moscow, please check out www.facebook.com/AsahiMalaysia.

About Asahi

Asahi means Rising Sun. Karakuchi means Dry. And the added adjective 'Super' is to reinforce the beer's crispness. Asahi Super Dry is Japan's first Karakuchi (dry) beer – the No. 1 in Japan, the No. 1 Japanese beer in the world, and one of the world's fastest growing premium Asian beers. Introduced in 1987, Asahi Super Dry, packaged with a metallic exterior/casing, boasts a unique Karakuchi style that is clean, crisp, refreshing with no bitterness.

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