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PRESS
RELEASE

STOLICHNAYA® PREMIUM VODKA LAUNCH IN MALAYSIA AND ACTIVATES ITS SOCIAL MEDIA PLATFORMS TO MALAYSIAN AUDIENCE

April 3, 2014, Kuala Lumpur – A subsidiary company of Carlsberg Malaysia, Luen Heng F&B Sdn Bhd (LHFB) latest accolade puts up a **'Stoli Gets Social Launch Party'** for international brand Stolichnaya® Premium Vodka (Stoli®) as the official sole distributor for Malaysia with an unveiling of Stoli's products and social media platforms for the Malaysian audience this Thursday at Mango's Tropical Café in popular Changkat Bukit Bintang.

The Stoli range to be unveiled includes Stoli® Premium, the Stoli® Indulgent range – Stoli® Salted Karamel™, Stoli® Chocolat Razberi™, Stoli® Chocolat Kokonut™ and elit™ by Stolichnaya®, the ultra-luxury brand of the Stoli family, and the highest rated white spirit in the world.

"We are pleased to be associated and partnered with Stolichnaya to strike to ensure our consumers an enjoyable drinking experience with this high quality super premium vodka. We expect that the Stolichnaya Vodka will be receiving overwhelming response especially from the current and potential vodka as well as cocktail fans in Malaysia," Kenneth Soh, General Manager of Luen Heng F&B Sdn Bhd shared.

In conjunction with the product launch, Luen Heng F&B Sdn Bhd on behalf of the global Stolichnaya vodka also announced the launch the Stolichnaya's social media campaign. "The social media platform including Facebook, Twitter and Instagram which will be providing the most updated information and activities to our consumers from time to time that is accessible via smart gadgets. We trust that this social media will serve as one of the most happening platform for fans around the world get together to share their expertise and recipe of making a perfect cocktail drinks with Stolichnaya vodka either for a home party or bar," Kenneth Soh commented.

Local celebrity Patricia K will be hosting the event and introducing the Stoli range of vodka and Stoli social media platforms such as Facebook (www.facebook.com/StoliMalaysia), Twitter (@StoliMY) and Instagram



(#StoliMY). A pop up Stoli booth will be set up for guests to interact directly with the brand live onsite and on social media.

A media preview of product and Q&A session will be held with Ms Jen Lam, LHFB Marketing & Brand Manager, Ms Steffi Chen, Regional Brand Manager Asia Pacific of Stoli Group and Ms Rachel Ling, Regional Brand Ambassador of Stoli Southeast Asia.

About Stolichnaya® Premium Vodka

Stolichnaya® is original premium vodka with its origins in the Tambov region of Russia. Here, amidst its own wheat farms, Stolichnaya's ultra-modern Talvis distillery produces the highest quality of Alpha spirit. Stolichnaya can trace its origins back to the dawn of the 20th Century, becoming the brand we know in 1940s Soviet Russia. Since then, it has journeyed into space on board Soyuz 19, pioneered a new world of flavoured vodka in the 1970s and mixed in cocktails for the finest actors and the greatest Presidents. In 2003 Stolichnaya created a new reference quality, ultra-luxury vodka, with the introduction of elit™ by Stolichnaya® - the highest rated vodka in the world*. Today, Stolichnaya is the 5th biggest international vodka brand in the world, with a range of over 20 variants. Stolichnaya is celebrated by the finest bartenders for the smooth character it brings to every drink. It is the original premium vodka and its place is with the most original people.

About elit by Stolichnaya®

elit, whose creation marked the inception of the world's ultra-luxury vodka category, is the flagship of Stolichnaya, recognized the world over for outstanding quality vodka and pioneering heritage. For the final stage in its crafting, elit™ by Stolichnaya® undergoes an utterly unique freeze-out filtration process. Inspired by the old Russian tradition of leaving casks outside in plummeting winter conditions, the liquid is chilled to exactly -18°C, binding final impurities together. At this temperature the liquid densifies and moves slowly through ion-charged carbon filters, leaving an exquisitely pure liquid charged with character. After the rigor, comes rest. elit returns to ambient temperature unhurried, and in doing so, acquires the hallmarks of molecular perfection: flawless clarity and density.

From its visible luminosity in the glass to its weighty, rolling mouth-feel, elit exerts a presence unlike any other vodka. Consistently commended as the highest rated vodka in the world, elit elevates the vodka experience. For those who know better.

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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:

Luen Heng F&B Sdn Bhd

Jen Lam
H/P: +6012 395 0663

Marketing & Brand Manager
jen@luenheng.com

Carlsberg Brewery Malaysia Berhad

Pearl Lai
D/L: 03 – 5522 6408

Head, Group Communications & Marketing Activation
pearl.lai@carlsberg.asia

俄罗斯苏托力高级伏特加 (STOLICHNAYA® PREMIUM VODKA) 产品推介礼，为马来西亚消费者启动社交媒体平台。

2014年4月3日，吉隆坡-马来西亚 Carlsberg 集团子公司-联兴食品私人有限公司 (LHFB) 作为俄罗斯苏托力高级伏特加 (STOLICHNAYA® PREMIUM VODKA) 的大马唯一分销商，荣誉举办“苏托力社交媒体平台派对”，乘势为本地消费者揭幕国际著名高级伏特加及产品的社交媒体平台活动。

媒体记者会上所推出的俄罗斯苏托力高级伏特加系列包括苏托力(Stoli®)高级版(Stoli® Premium)、苏托力咸焦糖伏特加(Stoli® Salted Karamel™)、苏托力巧克力红树莓伏特加(Stoli® Chocolat Razberi™)、苏托力巧克力椰子伏特加(Stoli® Chocolat Kokonut™)、苏托力精选伏特加(elit™ by Stolichnaya®)，苏托力伏特加系列中最豪华品牌，也是国际获得票选最高的伏特加。

“我们感到非常荣幸能够与俄罗斯苏托力高级伏特加成为合作伙伴，一起并肩确保我们提供本地消费者高品质的伏特加，每一次都拥有愉快的品赏乐趣和体验。我们预计这托力高级系列伏特加将获得马来西亚目前和潜在的伏特加酒以及鸡尾酒爱好者的热烈反应，”联兴食品私人有限公司总经理苏志伟分享。

配合产品推出的同时，联兴食品私人有限公司也代表俄罗斯苏托力伏特加宣布推出社交媒体活动。“苏托力伏特加的社交媒体平台包括面子书 (Facebook)、推特 (Twitter) 和 Instagram 将为马来西亚的消费者提供关于产品的最新资讯和活动。而消费者能无时无刻通过智能电话和产品浏览。我们相信这个社交媒体将成为其中一个伏特加产品中最热闹的社交平台，因为它聚集了来自世界各地调酒爱好者一个交流管道，分享他们的专业知识如何在一个家庭聚会或酒吧调制一个完美的鸡尾酒饮料，”苏志伟说道。

由本地著名艺人 Patricia K 主持推介礼，介绍俄罗斯苏托力伏特加系列及社交媒体平台如面子书 ([www.facebook.com/ StoliMalaysia](http://www.facebook.com/StoliMalaysia))，推特 (@StoliMY) 和 Instagram 的 (#StoliMY)。现场也拥有一个苏托力伏特加参展摊位设供客人通过社交媒体直接与品牌现场交流和问答。