

Recreate the Smoothest Draught Beer Experience at Home

Enjoy Carlsberg Smooth Draught for the chance to win an exclusive Fizzics beer dispenser for probably the smoothest home draught pour

SHAH ALAM, 15 October 2021 – Looking to recreate the smoothest draught beer experience in the comfort of your own home? Carlsberg Smooth Draught is offering consumers a chance to win the perfect companion to its smooth-tasting brew in the form of a limited-edition Fizzics draught beer dispenser!

The Fizzics draught beer dispenser uses Micro-Foam Technology to convert any can or bottle of beer into the perfect pour. Shaped like a draught beer tap, simply pull the dispenser's handle forward to pour the main body of the beer while maintaining the brew's natural carbonation in its body. Near the end of the pour, push the handle to activate the dispenser's ultrasonic sound waves that create a smooth carbonated "head", just like a freshly tapped draught beer in a bar. These uniform, tiny-sized bubbles deliver the enhanced aroma, flavour, and mouthfeel which makes a draught beer experience unique, more so with the smooth taste of Carlsberg Smooth Draught.

The Fizzics draught beer dispenser can be powered by USB or batteries, making it practically portable for any setting such as outdoor gatherings, family reunions, and barbecues. Consumers can impress friends and family by being their own bartender wherever they are and tapping a perfect draught pour from a can or bottle of Carlsberg Smooth Draught every time.

Caroline Moreau, Marketing Director of Carlsberg Malaysia, said, "During pandemic lockdowns, Carlsberg Smooth Draught offered the refreshing taste of draught at home while bars and restaurants were closed. We're elevating these home consumption moments with this unique Fizzics dispenser so beer lovers can not only enjoy the smooth taste of Carlsberg Smooth Draught, but also the actual pour-and-serve experience of a fresh-tapped draught beer anytime, anywhere!"

To reward fans of Carlsberg Smooth Draught, a total of 1,500 Fizzics draught beer dispensers worth RM649 each are up for grabs through consumer promotions at supermarkets, hypermarkets, convenience stores, minimarts and Carlsberg Malaysia's e-commerce platforms from now until the end of November.

At participating supermarkets, hypermarkets and Carlsberg Malaysia's official stores on Shopee and Lazada, shoppers simply need to make a purchase of RM100 of Carlsberg products including a six-can pack of Carlsberg Smooth Draught from now until 7 November to be eligible to participate in the contest and win a Fizzics draught beer dispenser, with 200 weekly winners throughout the promotional period.

Consumers will also get additional rewards upon each entry with RM10 in Touch 'n Go or GrabPay e-wallet credits for every eligible purchase in supermarkets and hypermarkets, as well as the chance to win RM100 vouchers weekly with purchases from 99Speedmart.

Picking up a Carlsberg on the go? Purchases of Carlsberg Smooth Draught, Carlsberg Danish Pilsner and Carlsberg Special Brew from convenience stores nationwide will also be eligible to win a Fizzics draught beer dispenser with 100 weekly winners rewarded from purchases of RM20 and above from now until 30 November.

With more food & beverage outlets reopening their doors after the lockdowns, Carlsberg is rewarding fully vaccinated individuals who are looking forward to enjoying Carlsberg Smooth Draught when dining in at bars, bistros, restaurants and coffeeshops with additional promotions from 1 November to 12 December.

From November, coffeeshop patrons will enjoy RM2 off every purchase of two large bottles of Carlsberg Smooth Draught, while drinkers at bars, bistros and restaurants can enjoy 10% off orders of Carlsberg Smooth Draught in the form of bottles packages or even fresh from the tap in selected outlets.

“Carlsberg Smooth Draught is one of our biggest and best-selling innovations since its launch in 2016. With these promotions, consumers can enjoy the best draught beer experiences both at home and while dining out, including at selected bars where Carlsberg Smooth Draught is now available on tap,” added Moreau.

Launched in 2016, Carlsberg Smooth Draught introduced a new identity in April this year to bring it in line with “betterments” first introduced for Carlsberg Danish Pilsner and Carlsberg Special Brew in 2019. Apart from a new, modern look across its branding, packaging and amenities, Carlsberg Smooth Draught now also incorporates practical innovations such as a Fresh Cap lining in its iconic pull-off bottle caps that removes oxygen in bottles to keep beer fresher for longer, and an easy-to-open perforation in its six-can packs.

All promotions and contest are open to non-Muslims aged 21 and above. When purchasing and enjoying Carlsberg Smooth Draught, remember to #CelebrateResponsibly – if you drink, don't drive!

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Carlsberg Brewery Malaysia Berhad was incorporated in December 1969. We are a dynamic brewer with operations in Malaysia and Singapore, with stakes in a brewery in Sri Lanka. We also have a regional presence via exports to Thailand, Taiwan, Hong Kong and Laos.

Our international portfolio of brands features Probably the Best Beer In The World – Carlsberg Danish Pilsner, Carlsberg Smooth Draught and Carlsberg Special Brew. This Carlsberg trio is complemented by international premium brews including France's premium wheat beer 1664 Blanc, Japan's No.1 premium beer Asahi Super Dry, European cider Somersby, British-inspired Connor's Stout Porter draught, US award-winning craft beer Brooklyn Brewery as well as Corona Extra, the imported premium Mexican beer brand. Our local brands include SKOL, Royal Stout, Jolly Shandy and Nutrimalt.

Our approximately 600-strong workforce sell our products in a responsible manner within our sustainability-driven business. Our products are for non-Muslim consumers aged 21 and above. Please #CelebrateResponsibly – if you drink, don't drive!

Find out more at www.carlsbergmalaysia.com.my

供即时发布

新闻稿 24/2021
2021 年 10 月 15 日

与 Carlsberg 顺啤在家中享受最顺滑生啤体验

享用 Carlsberg 顺啤并享有机会赢取限量版 Fizzics 啤酒机，在家打造堪称最顺滑的生啤体验

莎亚南 15 日讯 - 想在家享受最顺滑的生啤体验？Carlsberg 顺啤（Smooth Draught）将让消费者有机会赢取限量版 Fizzics 啤酒机 - 您家中最佳良伴，让您享受在家的每一刻。

使用微泡科技（Micro-Foam Technology）的 Fizzics 啤酒机只需能输入任何罐装或瓶装啤酒就可转换为完美斟酒。只需把如生啤机龙头的手柄向前拉，即可打出金黄啤酒，倒至将结束时手柄向后推，激活啤酒机的超声波，打出细腻泡沫呈现出酒吧般的鲜美生啤酒。这些一致且细小的气泡，不仅传递较强的香气、口味和口感，也打造独特的生啤酒体验，使 Carlsberg 顺啤的顺滑口感体验更佳。

Fizzics 啤酒机以 USB 或电池供电，方便携带的它，适用于任何场合，如户外聚会、家庭聚会和烧烤派对。无论身在何处，消费者都可以转换角色成为调酒师，凭罐或瓶装 Carlsberg 顺啤，为亲朋好友打出完美生啤，大展身手。

马来西亚 Carlsberg 集团市场总监柯诺琳（Caroline Moreau）表示：“在疫情封锁期间，当酒吧和餐厅暂停营业时，Carlsberg 顺啤让消费者在家中也能品尝生啤般的清新顺滑口感。通过这款独特的 Fizzics 啤酒机，我们致力打造更美好的居家饮酒时刻，让啤酒爱好者不仅可以享受 Carlsberg 顺啤的顺滑口感，还可以随时随地体验真实的打酒过程。”

为了奖赏 Carlsberg 顺啤粉丝，即日起至 11 月底在超级市场、霸级市场、便利店、迷你市场，以及马来西亚 Carlsberg 集团网购平台进行的消费者促销准备送出 1500 份价值 649 令吉的 Fizzics 啤酒机。

想赢取的话，购物者只需从即日起至 11 月 7 日在有参与的超级市场、霸级市场及马来西亚 Carlsberg 集团在 Shopee 和 Lazada 的官方网店购买 100 令吉的 Carlsberg 产品，包括一份 6 罐装 Carlsberg 顺啤，就可参赛并有机会赢取一台 Fizzics 啤酒机。该促销期间每周将会有 200 名获奖者。

消费者还可通过每次参赛机会获得额外奖赏，只需在超级市场及霸级市场符合消费条件，即可获得 10 令吉 Touch 'n Go 或 GrabPay 电子现金，而 99 Speedmart 的合格消费者可享有机会赢取每周送出的 100 令吉优惠券。

在外头欲顺便购买 Carlsberg 的消费者可从即日起至 11 月 30 日，在全国指定便利店购买 20 令吉以上的 Carlsberg 顺啤、Carlsberg Danish Pilsner 或 Carlsberg Special Brew，并享有机会赢取每周送出的 100 份 Fizzics 啤酒机。

随着越来越多饮食场所在解封后重开大门，Carlsberg 也将从 11 月 1 日至 12 月 12 日展开额外促销，奖赏已完成疫苗接种并期盼在酒吧、小酒馆、餐厅及咖啡店堂食并享饮 Carlsberg 顺啤的朋友。

从 11 月起，在咖啡店购买 2 大瓶 Carlsberg 顺啤的朋友可享有 2 令吉折扣，而在酒吧、小酒馆及餐厅享用 Carlsberg 顺啤的饮者，无论是瓶装配套或在指定场所售卖的鲜美生啤配套，都可享有 10% 折扣。

柯诺琳补充：“自 2016 推出以来，Carlsberg 顺啤已成为我们最大且最畅销的创新产品。通过这些促销，消费者无论在家或在外堂食，包括在有售卖生啤版 Carlsberg 顺啤的指定酒吧，都可享受最佳生啤体验。”

2016 年推出的 Carlsberg 顺啤跟随在 2019 年首次登场的 Carlsberg Danish Pilsner 及 Carlsberg Special Brew 新外观精益求精，在今年 4 月亮相了新形象。除了品牌、包装及周边产品的崭新现代外观，Carlsberg 顺啤如今也结合了实际的创新发明，包括 6 罐包装可轻松打开的穿孔，以及瓶装的“保鲜盖”，这标志性的拉环盖可消除瓶内氧气，更持久地保持啤酒新鲜口感。

所有促销与竞赛仅开放给 21 岁以上的非穆斯林人士。在购买和享用 Carlsberg 顺啤时，记得 #CelebrateResponsibly, 理性饮酒，酒后别开车！

更多咨询，请联络：

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