

FOR IMMEDIATE RELEASE

Press Statement 27/2016

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Probably the Best Oktoberfest Celebration

A Modern Blast from the Bavarian Past by Carlsberg Malaysia

Oktoberfest

Shah Alam, 4 October, 2016 – Put on your alpine hat and get into your Lederhosen or dirndl – Oktoberfest is right around the bend! Carlsberg Malaysia is bringing you “Probably the Best Oktoberfest Celebration” with the collectible 1 litre beer stein, back by popular demand at 36 fun-filled Oktoberfest parties! Come experience a modern blast from the Bavarian past where bike lovers are invited to take a ride on Malaysia’s one-of-a-kind Oktoberfest Bier Bike and belt out traditional Oktoberfest jingles on an alpine horn from Germany!

Taking the centre stage of the Oktoberfest celebration this year, Carlsberg will headline as “Probably the Best Beer in the World” complemented with three Bavarian brews Löwenbräu, Erdinger and Franziskaner. The brews will be served in collectable barrel shaped steins that consumers can add to their collection of Carlsberg Malaysia Oktoberfest mugs as they enjoy some attractive beer promotions at affiliated restaurants and pubs!

There will be an array of authentic Bavarian activities and games lined-up at the Carlsberg Malaysia Oktoberfest parties. Consumer can take a spin on the Oktoberfest Bier Bike known as the country’s “First 6 Pedalist Beverage Cart”, play the alpine horn, acclaimed as the “Longest Carlsberg Malaysia Oktoberfest Longhorn” by the Malaysian Book of Records in 2014 and 2013 respectively. Ride the Bier Bike, share an alpine horn tune, savour the beer and just be awesome at, Tom, Dick and Harry, Oasis Damansara every Tuesday and Wednesday in October.

Beer lovers can anticipate lots of excitement at the fun and frolic parties with multi-tier interaction. Topping the festival are of course the lovely Carlsberg Dirndl girls, all beautifully decked in traditional Bavarian outfits to perform witty “chicken dance” as well as specially curated performances.

In conjunction with the beer festival, the brewer celebrates the Global Beer Responsible Day and will deploy responsible drinking ambassadors to spread awareness on no drink driving and no binge drinking. Keen to sign-up as responsible drinking ambassador, please sign up on Carlsberg Malaysia Corporate Facebook page on www.facebook.com/CarlsbergMalaysia.

Come join the month long celebrations at our other outlet activations! Find out more about Carlsberg Malaysia Oktoberfest activations, venues and promotions at www.facebook.com/CarlsbergMY

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堪称最佳啤酒节庆典

马来西亚皇帽啤酒节带来古早巴伐利亚风味迸发新时代火花

沙阿南 2016 年 9 月 22 日讯- 啤酒节 (Oktoberfest) 已近在眉睫，现在就戴上你的山民帽子、穿上皮短裤或女装，准备盛装欢庆吧！马来西亚皇帽(Carlsberg)徇众要求，为你呈献“堪称最佳啤酒庆典”，并在 36 个欢乐派对中，带给你值得收藏的 1 公升啤酒杯！一起来体验古早巴伐利亚风味所迸发的新时代狂欢，爱好骑车者也受邀骑乘马来西亚独一无二的啤酒车，然后延续啤酒节的传统，以来自德国的阿尔卑斯长号角吹出嘹亮号声！

今年度啤酒节的焦点，就是皇帽响亮的“堪称世界最佳啤酒”主题，配以三道巴伐利亚佳酿，即芦云堡 (Löwenbräu)、艾丁格 (Erdinger) 及教士啤酒 (Franziskaner) 更臻至圆满。这些佳酿将盛在值得珍藏的粗犷怀旧酒杯里供饮家享用，也让他们在马来西亚皇帽(Carlsberg)啤酒节期间，通过酒吧及餐厅享受诱人优惠之余，还可增加他们的酒杯藏品！

马来西亚皇帽(Carlsberg)啤酒节的派对当中，将呈献连串原汁原味的巴伐利亚活动和游戏。饮家可以坐上啤酒节的啤酒自行车，亦是国内“第一架 6 人饮料自行车”上畅饮一杯，吹响被称为“最长马来西亚长号”的阿尔卑斯长号，这项荣誉已分别于 2014 及 2013 年被纳入马来西亚记录大全之内。饮家们可以于 9 月 29 日及 30 日前往 RP Saujana Subang、十月份的每个周二及周三在白沙罗 Oasis 的 Tom, Dick and Harry，一边享受骑乘啤酒自行车、吹着长号，一边畅饮佳酿。

啤酒饮家们即将可以在充满欢乐的派对中，与大家举杯畅饮，享受狂热的欢乐时光。此外，为今年啤酒节锦上添花的，是穿着巴伐利亚传统服装的皇帽盛装少女，她们将登场表演“chicken dance”以及其他特别编排的表演。

为了激起啤酒节的气氛。马来西亚皇帽啤酒节也呼吁啤酒爱好者通过面子书互动，并告诉主办单位为何你想参与马来西亚皇帽啤酒节派对！然后将你的答案贴在马来西亚皇帽品牌面子书上 www.facebook.com/CarlsbergMY，并标记你的三位(tag)将参加派对的朋友，你就有机会赢取四张免费入场券。

配合此次的庆典，酿酒厂也庆祝全球啤酒责任日，并将派出饮酒责任大使散播酒后勿驾车，以及避免狂饮的意识。有意成为饮酒责任大使的人士，请登录马来西亚皇帽企业面子书报名

www.facebook.com/CarlsbergMalaysia

长达一个月的庆典等着你，你也可以在其他分店一起狂欢！关于马来西亚皇帽啤酒节的活动、地点和优惠，请登录 www.facebook.com/CarlsbergMY

About the Carlsberg brand

Probably the best beer in the world, Carlsberg is the flagship brand in Carlsberg Malaysia, a truly international beer brand available across 140 countries worldwide. The very first Carlsberg beers were brewed by Carlsberg's founder J.C. Jacobsen in Copenhagen, Denmark in 1847 whilst the first locally brewed Carlsberg in Malaysia was in 1972.

Carlsberg, with strong association with football, has been a tournament sponsor of the UEFA EUROs since 1988, is the official Beer of the Barclays Premier League since 2013 and has partnerships with five major national teams including England.

For further enquiries, please contact:

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Incorporated in 1969 and listed on the Main Board of Bursa Malaysia Securities Berhad, Carlsberg Malaysia is part of Carlsberg Group with regional investment in Singapore and Sri Lanka. Our flagship brand – Carlsberg – is one of the best-known beer brands in the world whilst Kronenbourg 1664, Somersby, Asahi Super Dry are among the key premium brands in Malaysia. Approximately 600 people work for the Company, selling our products in a responsible manner and business managed sustainability.

Find out more at www.carlsbergmalaysia.com.my .