

FOR IMMEDIATE RELEASE

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## Probably the Best Qualifier Rounds at Carlsberg Golf Classic 2017

It is all about fun, friendship and beers!

**Shah Alam, 17 October 2017** – The 24<sup>th</sup> edition of Carlsberg Golf Classic has attracted more than 1,700 golfers over the last 17 qualifier rounds held at the country's leading and exclusive golf clubs in Kuala Lumpur, Selangor, Penang, Kedah and Johor. 34 nett and gross winners have secured their spots to compete for the championship title at the Carlsberg Golf Classic National Final on 6 December 2017 at a golf club in Klang Valley that will be announced closer to the date.

Response from members of the 17 participating golf clubs towards *Probably The Best Golf Tournament* - Carlsberg Golf Classic that offers more than RM3 million worth of prizes, had been overwhelming. Amateur golfers enjoyed not only a round of friendly golf, but also great fun while cheering on their golf buddies with *Probably The Best Beer in World* – Carlsberg as well as *Probably The Smoothest Beer in the World* – Carlsberg Smooth Draught.

Golfer Lee Kam Hong knocked in a hole-in-one at the golf tourney held at Kota Permai Golf & Country Club on 8 October 2017. Lee fired away and the ball flew into the winning-hole. Needless to say, the new TaylorMade M1 Iron 2017, TM17 Tour Cart Bag and a bottle of Jura Whisky 21 years old were his.

As Carlsberg brews fun new spin on old-school game, Irene, a consumer who won a VIP spot to play at the Saujana Golf & Country Club said: "It was so much fun at the course when Carlsberg introduced new games such as Lucky Pick and Nearest to Pin with interesting prizes to be won! I am honoured to get to tee off at the first tee box. Every time after a game of golf, I would enjoy Carlsberg with my friends and I drink only Carlsberg. I often drink Carlsberg at Tom Dick and Harry's – that is why we got this VIP flight."

"My friends and I drink Carlsberg very often, and we know Carlsberg is very supportive of the local golf industry. We were thrilled to play as Carlsberg's invited guests in the VIP flight. It is not easy to play at other golf clubs unless being invited, let alone playing as a VIP. It was a nice experience. We all had fun out there!" said Patricia Lai, a Carlsberg beer lover whose home clubs are the Glenmarie Golf & Country Club and the Kelab Rekreasi Tentera Udara (KRTU).

Desmond Chong who played at Bukit Jalil Golf & Country Resort, he said: "I'm very happy and thoroughly enjoyed playing in Carlsberg Golf Classic. Some competitions in town are too

serious where everybody just teed off and continue to compete, but at Carlsberg Golf Classic, there are loads of laughter and fun. Carlsberg Golf Classic is more about friendship to me.”

When speaking to the beaming Liew Fatt Seong, who is the Gross Winner of KRTU, he said, “I have been playing in the Carlsberg Golf Classic for 15 years now and I find the tournament is more competitive this year. Carlsberg is very supportive of amateurs, that is why I like Carlsberg. Besides that, serving beers is good because even when participating golfers didn’t play well, they can still have their favourite brews in hands.”

With 15 legs to go, participating golfers are putting their best swings and smoothest putt for four Hole-in-One luxury prizes at the Carlsberg Golf Classic National Final. There will be a Mercedes-Benz C250, a Mercedes-Benz C200, a Sharp 70” LED TV and an Ogawa Masterdrive massage chair up for grab.

Not forgetting, there will be 2 open legs for avid golf amateurs to join the fun at the Palm Garden Golf Club, Putrajaya and the Horizon Hill Golf and Country Club, Johor Bahru. Hurry and sign up at the nearest golf club. The tournament schedule and latest promotions are available on [www.facebook.com/CarlsbergMY](http://www.facebook.com/CarlsbergMY).

The official partners of Carlsberg Golf Classic 2017 are Mercedes-Benz, Sharp, Ogawa, Taylormade, Cutter and Buck, Titoni, Saujana Hotels and Resorts, Gatorade, Jura, Wonda, Sunplay, and ParGolf.

#### **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 partner of Liverpool FC for the last 25 years and has partnerships with five major national teams including England.

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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](http://www.carlsbergmalaysia.com.my).

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## Carlsberg 经典高尔夫球赛堪称最佳初赛圈 齐齐乐、颂友谊、把酒共言欢！

莎阿南17日讯 – 第24届 Carlsberg经典高尔夫球赛，在分布于吉隆坡、雪兰莪、檳城、吉打与柔佛的主要高尔夫球场共举行了17场初赛圈，并吸引了超过1,700高尔夫球手逐鹿中原。初赛也产生了34位净杆和总杆优胜者，他们将于今年12月6日前往巴生谷某个高尔夫球场参加 Carlsberg经典高尔夫球赛全国总决赛争夺冠军的荣衔。主办单位将在临近决赛日公布决赛球场。

总值超过300万令吉奖品，*堪称最佳高尔夫球赛*的Carlsberg经典高尔夫球赛，获得17个高尔夫球俱乐部会员的热烈响应。业余高尔夫球手们不仅在球场上赢得友谊，也赢得了球友们的欢呼，并一起举起*堪称世界最佳啤酒*的Carlsberg啤酒和*堪称世界最顺啤酒*的Carlsberg顺啤，把酒共言欢。

球手李錦鴻于10月8日，在哥打柏迈高尔夫乡村俱乐部举行的比赛中，打出了一杆进洞的成绩。当时他把球杆一挥，球便直飞进洞，赢走了TaylorMade M1 Iron 2017球杆、TM17 Tour球杆袋及一瓶21年的Jura威士忌酒。

Carlsberg亦翻转老游戏添加新趣味，诚如赢得绍嘉娜高尔夫乡村俱乐部贵宾卡出赛的消费人藍桂梅说：“Carlsberg推出新游戏，如幸运抽奖（Lucky Pick）及最靠近酒瓶（Nearest to Pin）并送出趣味奖品，的确也为场上增添乐趣。我很荣幸能够从第一杆出发。每次打球后，我都会和朋友们一起畅享Carlsberg啤酒。我常在Tom Dick and Harry's畅饮Carlsberg啤酒 – 这也是为什么我可以以贵宾身份打球。”

格林玛丽高尔夫乡村俱乐部及空军休闲俱乐部会员，亦是Carlsberg啤酒拥趸的黎碧珍说：“我和朋友们也经常畅饮Carlsberg啤酒，我们大家都知道，Carlsberg也一直作为本地高尔夫业的后盾。我们很高兴能够成为Carlsberg的受邀嘉宾，以贵宾卡出赛。除非是受邀，否则很难到其他俱乐部打球，更别说以贵宾身份打球，这是非常棒的体验。我们真的乐翻了！”

在武吉加里尔高尔夫乡村俱乐部打球的Desmond Chong说：“我很高兴也非常享受Carlsberg经典高尔夫球赛的比赛过程。市面一些比赛显得特别严肃，大家击球后就继续比赛，但Carlsberg经典高尔夫球赛却充满了欢笑声。对我而言，Carlsberg经典高尔夫球赛更重视友谊。”

满面春风的廖發祥，他也是空军休闲俱乐部总杆优胜者，他说：“我已经是第十五年参加 Carlsberg 经典高尔夫球赛了，我认为今年的比赛竞争更激烈。Carlsberg 非常支持业余高尔夫球，这也是我特别喜欢 Carlsberg 的原因。除此之外，即便参赛球手表现失色，他们一样可以把酒同欢，这是非常棒的事。”

还有剩余 15 回合比赛，参赛的高尔夫球手将使出浑身解数，争夺 Carlsberg 经典高尔夫球赛全国总决赛的四项一杆进洞丰富奖品，包括一辆奔驰 C250 轿车、一辆奔驰 C200 轿车、一台声宝 70 寸 LED 电视及一台 Ogawa Masterdrive 按摩椅待赢取。

别忘了，布城的 Palm Garden 高尔夫俱乐部及新山的 Horizon Hill 高尔夫乡村俱乐部，还有 2 公开回合公开给业余球手参与其盛，共享其乐。请即刻向您邻近的高尔夫俱乐部报名。欲查询赛程表及最新促销，请登录 [www.facebook.com/CarlsbergMY](http://www.facebook.com/CarlsbergMY)。

2017 年 Carlsberg 经典高尔夫球赛的官方伙伴有奔驰、声宝、Ogawa、Taylormade、Cutter and Buck、Titoni、绍嘉娜酒店度假村、Gatorade、Jura、Wonda、Sunplay 及 ParGolf。

## **关于 Carlsberg 品牌**

堪称全球最佳啤酒，Carlsberg 不仅是大马 Carlsberg 集团的主打品牌，也是在全球 150 个国家销售的国际啤酒品牌。全世界第 1 桶 Carlsberg 啤酒由创办人 J.C. Jacobsen 于 1847 年在丹麦哥本哈根酿造，本地则是在 1972 年首次酿造 Carlsberg。

Carlsberg 与足球运动的关系密不可分，1988 年开始已经是欧洲冠军联赛的主要赞助商，并且在过去 25 年，它一直是利物浦球会的官方啤酒，亦是 5 支主要国家队的赞助，包括英国国家队。

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1969 年成立并在大马交易所主要板上市，大马 Carlsberg 为 Carlsberg 集团区域投资的部分，旗下包括新加坡及斯里兰卡。我们的主打品牌 Carlsberg 是全世界最为人知的啤酒品牌之一。Kronenbourg 1664、Somersby、Asahi Super Dry 则是本地其他优质品牌。公司员工约 600 人，以负责任态度销售产品并维持业务永续发展。

更多详情，请浏览 [www.carlsbergmalaysia.com.my](http://www.carlsbergmalaysia.com.my)。