

FOR IMMEDIATE RELEASE

Press Statement 4/2019

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## **Johoreans Celebrate “Prosperity Begins With A POP!” with Carlsberg in Vibrant Red, Blue, Pink and Green Ahead Of CNY!**

### **FREE groceries, attractive prizes and cash ang paus up for grabs with Carlsberg’s “Prosperity Begins With A POP!” CNY campaign!**

**Johor Bahru, 24 January 2019** – Carlsberg wishes Johoreans an abundance of Prosperity (Fú), Happiness (Xì), Wealth (Fā) and Good Luck (Wàng) with its vibrant red, blue, pink and green colours found across its limited-edition festive packaging in Carlsberg and Carlsberg Smooth Draught big bottles and small cans.

At a launch ceremony in AEON Mall Tebrau City, media and trade guests joined Carlsberg to usher in the New Year unveiling its promotional campaign “Prosperity Begins With A POP!” currently held nationwide which commenced on 24th December 2018 and runs till 17th February 2019.

“Proud to be in the forefront of innovation, we celebrate this CNY with not just one colour – red but three, adding vibrant blue, pink and green - to Carlsberg and Carlsberg Smooth Draught bottles and cans, giving a modern twist to the four Chinese greeting messages of Prosperity, Happiness, Wealth and Good Luck!” said Managing Director Lars Lehmann, as he ‘popped’ a Carlsberg Smooth Draught to unveil the campaign in Johor.

Carlsberg’s “Prosperity Begins With A POP!” CNY campaign includes ongoing activities and promotions carried out across pubs, restaurants, food courts, coffee shops, convenience stores as well as super-and-hypermarkets.

Back by popular demand for the third consecutive year, Carlsberg excited shoppers in Johor once more with its “Probably The Best CNY Shopping Experience – You Shop, Carlsberg Pays!” activation at participating supermarkets and hypermarkets which commenced since December. Spend RM200 on Carlsberg products to participate and stand a chance to win FREE groceries worth RM800 all paid for by Carlsberg! Catch your last chance of winning the grand prize of having up to RM800 worth of groceries paid by Carlsberg and head to Cold Storage Plaza Pelangi on 26 Jan between 6pm to 9pm!

Also up for grabs are grand prizes consisting of electronic mahjong table sets that auto shuffles and sorts the game tiles that comes in two sets for convenience and hassle-free enjoyment, limited edition mahjong sets, RM100 cash ang paus and playing cards. Just check the icon under the bottle caps when enjoying Carlsberg and Carlsberg Smooth Draught big bottles at participating coffee shops and food courts to win.

Enjoy Carlsberg or Carlsberg Smooth Draught at bistros, restaurants and pubs to get a deck of playing cards that could win you a RM100 beer voucher!

Guests captured their best shots to personalise e-greeting cards to send to their friends and family this CNY and enjoyed Chinese delicacies paired with Carlsberg and Carlsberg Smooth Draught. Some walked home RM100 richer in cash as they caught their lucky picks while being showered by vibrant red, blue, pink and green balloons which liven up the atmosphere.

Carlsberg also collaborated with renowned Feng Shui consultant Dato' Joey Yap as he unveiled his predictions for the 12 Chinese Zodiac signs in relation to the elements of Prosperity, Happiness, Wealth and Good Luck. Check your forecast for 2019 on CarlsbergMY's Facebook page for the forecast videos!

Start enjoying Carlsberg and Carlsberg Smooth Draught NOW and take advantage of these abundant and fantastic offers to celebrate a vibrant and happy Lunar New Year!

For more info and T&C, check out [www.facebook.com/CarlsbergMY](http://www.facebook.com/CarlsbergMY) or visit [www.probablythebest.com.my](http://www.probablythebest.com.my).

#### **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.

**For further enquiries, please contact:**

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Incorporated in 1969, Carlsberg Malaysia is 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, Probably The Smoothest Beer In The World – Carlsberg Smooth Draught and Probably The Best Strong Beer – Carlsberg Special Brew. This Carlsberg trio is complemented by international premium brews including France's premium wheat beer Kronenbourg 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.

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## **Carlsberg 新年新装精彩四色 ‘大红’、‘宝蓝’、‘粉红’、‘钻绿’ 拜早年，让柔佛人迎来“鸿运当头，一 POP 万赢！”！**

**Carlsberg “鸿运当头，一 POP 万赢!” 新年促销大方送免费年货、丰富奖品及丰厚现金红包!**

**新山 24 日讯** – Carlsberg 今年推出 Carlsberg 与 Carlsberg 顺啤大瓶装及罐装限量版春节包装，披上四种时尚耀眼的色彩 ‘大红’、‘宝蓝’、‘粉红’、‘钻绿’，向柔佛子民拜个早年，祝贺柔州人民福喜发旺。

配合猪年的来临，Carlsberg 盛邀媒体与商界嘉宾前往 AEON Mall Tebrau City 出席新年促销活动 “鸿运当头，一 POP 万赢!” 推介礼共襄盛举。这项全国性活动由去年 12 月 24 日开跑，并将持续至 2 月 17 日。

董事经理雷盟为柔佛州推介礼主持 Carlsberg 顺啤 POP 开仪式时说：“我们很高兴能一直引领革新，勇于创新，令大红也不再是迎接新年的唯一颜色，我们今年另增三种鲜艳颜色 ‘宝蓝’、‘粉红’与 ‘钻绿’，再配上四个极富吉祥寓意的字眼 ‘福、喜、发、旺’，令 Carlsberg 和 Carlsberg 顺啤的瓶装及罐装更为突出、耀眼！”

Carlsberg “鸿运当头，一 POP 万赢!” 新年促销活动当中，包括已热烈推行中，横跨酒廊、餐厅、美食中心、咖啡店、便利店、超市与霸市的活动和促销。

徇众要求，Carlsberg “堪称最佳新年购物体验——你购物，Carlsberg 支付” 重临柔佛，再一次为本州购物者带来惊喜。这项活动早在去年十二月已经在各参与超市和霸市启动。消费者只需要购买 RM200 的 Carlsberg 产品即可参加，并有机会赢取巨奖，即由 Carlsberg 替您支付价值高达 RM800 的年货及其他丰富的奖品！于此同时，这也是你的最后一次机会让 Carlsberg 替你支付价值高达 RM800 的年货，请锁定 1 月 26 日下午 6 时至晚上 9 时在 Cold Storage Plaza Pelangi 进行的这项活动！

其他待您赢回家的超炫大奖，是一台懂得自动洗牌的电子麻将桌，让您省了洗牌和叠牌的工夫，令牌兴更高。此外，还有限量版的麻将牌、RM100 现金红包及扑克牌。当您在参与的咖啡店及美食中心畅饮 Carlsberg 及 Carlsberg 顺啤时，务必检查瓶盖，好运大礼就在里边。

“鸿运当头，一 POP 万赢!” 促销也延申至酒吧、酒廊及餐厅畅饮，当您在参与销售处畅饮 Carlsberg 或 Carlsberg 顺啤时，将获得一副扑克牌，您也要记得检查该副扑克牌，也许一张 RM100 啤酒礼券就属于您的!

今日的来宾都踊跃参与现场活动，包括拍摄个人照制作成个人化电子贺卡寄发给亲友们，以向他们拜个早年。同时，也尽情享用新年美食，搭配佳酿 Carlsberg 与 Carlsberg 顺啤。大会也发放网在空中的大红、宝蓝、粉红和钴绿幸运气球，令现场一片雀跃。不少幸运来宾成功抓住了内有乾坤的幸运气球，而赢走了 RM100 现金。

Carlsberg 也与著名玄學家拿督叶威明 ( Dato’ Joey Yap ) 携手合作，推出 12 生肖运程分析，让你了解十二生肖与 ‘福、喜、发、旺’ 的关联。如果你想知道自己 2019 年的运势，请登录 CarlsbergMY 脸书专页观赏特为你录制的影片！

就趁过年之际欢聚共饮 Carlsberg 和 Carlsberg 顺啤，齐迎 “鸿运当头，一 POP 万赢！” ，一起过个大肥年!

关于更多详情及条规，请浏览 [www.facebook.com/CarlsbergMYi](http://www.facebook.com/CarlsbergMYi) 或 [www.probablythebest.com.my](http://www.probablythebest.com.my).

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