

FOR IMMEDIATE RELEASE

Press Statement 9/2019
14 March 2019
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Connor's 'Perfect Pour' Challenge Rewards Stout Lovers This March!

Pour the perfect pint and win FREE Stout OR try other chances to win exclusive T-Shirts and collectibles

Shah Alam, 14 March 2019 – Connor's Stout Porter is back with yet another fun and exciting challenge following two blind-taste challenges last year which took stout lovers by storm!

The Connor's 'Perfect Pour' Challenge invites participants to challenge their friends or strangers to see who can tap the perfect pint and win FREE pints of Connor's Stout Porter in the process! This sure-win challenge first educates stout lovers on how to tap a perfect pint of Connor's, then puts their skills to the test.

Those who pour the perfect pint will win 2 free pint vouchers, which can be redeemed at any participating Connor's outlets nationwide. As for the ones that miss the mark, 1 free pint voucher will be given out as a consolation.

Visit our Connor's truck and booths travelling nationwide or the special set-up in Pavilion KL @Connection Level 3. It's easy to participate. Just register, learn the right way to tap a perfect stout and start pouring!

So, hurry up and take up the challenge! Go to www.connorschallenge.my or visit www.facebook.com/ConnorsMY for more information!

Connor's 'Perfect Pour Challenge' activation dates & location:

| Connor's Perfect Pour Challenge and Pint-Sized Photo Challenge @ Pavilion KL | Central | North | South |
|--|--|---|---|
| Every Thursday, Friday and Saturday in the month of March from 6pm to 12am | Friday, 1 March 2019 Location: Plaza Arkadia | Thursday, 7 March 2019 Alma (In front of MKF Café), Bukit Mertajam | Thursday, 21 March 2019 Pixie Club Johor |
| | Saturday, 2 March 2019 Changkat Bukit Bintang | Friday, 8 March 2019 | Friday, 22 March 2019 Mount Austin JB |

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| | | Persiaran Karpal Singh | |
| Monday, 11 March 2019 SS2 Pasar Malam | Saturday, 9 March 2019 Icon City Penang | Saturday, 23 March 2019 Jonker Street | |
| Tuesday, 12 March 2019 Sri Petaling Pasar Malam | | Sunday, 24 March 2019 Jonker Street | |
| Thursday, 14 March 2019 Metalcube Kepong | | | |
| Friday, 15 March 2019 Solaris Mont Kiara | | | |
| Saturday, 16 March 2019 Changkat Bukit Bintang | | | |
| Wednesday, 20 March 2019 3 Damansara | | | |
| Monday, 25 March 2019 SS2 Pasar Malam | | | |
| Thursday, 28 March 2019 Cheras Batu 11 | | | |
| Saturday, 30 March 2019 TREC KL | | | |

About Connor's Stout Porter

Introduced to the Carlsberg portfolio back in 2009, Connor's Stout Porter is a recipe recreated by our Master Brewer inspired by the original Stout Porter, in draught, delivering the same perfect balance of bitterness and robustness that made it a popular choice among the British in the 1700's. Locally brewed to preserve its freshness, Connor's Stout Porter delivers a crisp texture, creamy head and gentle roasted undertones – a brew just made right for the everyday drinker.

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 Blanc, Somersby, Asahi Super Dry, Connor's Stout Porter are among the key premium brands in Malaysia. Find out more at www.carlsbergmalaysia.com.my

供即时发布

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2019 年 03 月 14 日



三月份 Connor's '完美斟酒' 挑战回馈黑啤爱好者!

完美斟一杯酒，即可赢取免费黑啤，还有机会赢取独家 T-恤及其他珍藏品

莎阿南 14 日讯 –续去年匿名品牌黑啤活动，Connor's Stout Porter 今年推出新的挑战，让黑啤爱好者从挑战中焕发激情，找到乐趣！

Connor's '完美斟酒' 挑战 (Perfect Pour) 邀请参加者挑战他们的朋友甚至陌生人，大家一较高低，看谁能斟得一杯完美的黑啤酒，以赢取免费的 Connor's Stout Porter！这项包赢的挑战，旨在测试黑啤爱好者的斟酒工夫，从而教育他们如何倒出一杯完美的 Connor's Stout Porter。

能够斟得完美的黑啤酒参与者，即可赢取另外 2 张免费酒礼券，并可在全国任何参与 Connor's 销售处兑换。至于没达标的参与者，亦可以赢得安慰奖，获得 1 张免费酒礼券。

即日寻访全国巡回的 Connor's 卡车和摊位，或前往吉隆坡柏威年 (Pavilion KL) 第三楼 Connection 的专柜设置参与。参加办法简单容易，只须登记，然后学习正确倒出一杯完美黑啤酒的方式即可！

别错失这项挑战！欲知更多详情，请即刻登录 www.connorschallenge.my 或浏览 www.facebook.com/ConnorsMY！

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更多查询请联络:

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成立于 1969 年并在大马交易所上市，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 是最为人知的啤酒品牌之一，Kronenbourg 1664 Blanc、Somersby、Asahi Super Dry, Connor's Stout Porter 则是本地其他优质品牌。

更多详情，请浏览 www.carlsbergmalaysia.com.my。