

FOR IMMEDIATE RELEASE

Press Statement 11/2019

21 March 2019

Page 1 of 4

## **‘POP a Draught Anywhere’ at the Maybank Championship Finals!**

**Carlsberg offers refreshing Carlsberg Smooth Draught and amazing prizes to be won by golfing fans**

**Shah Alam, 21 March 2019** – Golfing fans anticipating the finals of the Maybank Championship 2019 this weekend will get a refreshing break from the hot weather and hotter gameplay with Carlsberg bringing *Probably The Smoothest Beer in the World* – Carlsberg Smooth Draught – right next to the pro golfing action on the green.

Fans will get to enjoy refreshing pints of Carlsberg from the Carlsberg Smooth Draught bars located at the Grandstand, The Village, The Garden, and VIP areas located at the Pavilion and Maybank Cardholders Lounge.

Also, look out for the giant cans of Carlsberg Smooth Draught for a chance to Spin and Win amazing prizes. It’s easy: just scan the QR code and spin the digital wheel to win prizes including a limited-edition USB cable, Probably The Best Brewery Tour to Carlsberg Malaysia in Shah Alam, and the chance to play in the 26<sup>th</sup> Carlsberg Golf Classic – *Probably The Best Golf Tournament* – happening in July.

The lovely Carlsberg Smooth Draught brand ambassadors will also be offering fans a taste of Carlsberg Smooth Draught throughout each day of the tournament, where they can also compete to ‘POP’ a draught the loudest to win even more samples of Carlsberg Smooth Draught.

Lars Lehmann, Managing Director of Carlsberg Malaysia, said, “Carlsberg Smooth Draught – *Probably The Smoothest Beer In The World* – has been a growing favourite of golfers with its easy-to-open ‘POP Cap’ which is perfect to enjoy right on the green without a bottle opener. For the Maybank Championship, we are giving fans the chance to ‘POP’ a draught anywhere while catching the action of the prestigious professional championship happening this weekend.”

“Golfers and golfing enthusiasts can look forward to more chances to ‘POP’ a draught on the green this year, including at our very own Carlsberg Golf Classic which holds the record as the biggest and longest-running amateur golf tournament in Malaysia,” he added.

Fans can also look out for the Somersby Kombi mobile pop-up bar now offering the newly-launched Somersby Sparkling White, a bubbly, semi-sweet cider with a fruity white wine

aroma. Golf enthusiasts at the Maybank Championship will be among the first in Asia to savour this new sparkling cider, outside Europe.

For further enquiries, please contact:

<b>Koh Kian Mei, Senior Brand Manager</b>	DL: 03-5522 6340	kianmei.koh@carlsberg.asia
<b>Darren Boo, Marketing Activation Executive</b>	DL: 03-5522 6373	darren.ks.boo@carlsberg.asia
<b>Ezra Low, Corporate Comms &amp; CSR Manager</b>	DL: 03-5522 6431	ezra.yy.low@carlsberg.asia

Incorporated in 1969 and listed on the Main Board of Bursa Malaysia Securities Berhad, Carlsberg Malaysia is part of Carlsberg Group with regional investments 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. Approximately 600 people work for the Company, selling our products in a responsible manner with business managed sustainably. Find out more at [www.carlsbergmalaysia.com.my](http://www.carlsbergmalaysia.com.my).