

FOR IMMEDIATE RELEASE

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Page 1 of 4

PENANGITES REWARDED AHEAD OF CNY WITH GIGANTIC CARLSBERG BOTTLES

Penang folks grabbed chances to win limited-edition gigantic 3-litre Carlsberg bottle and FREE beers at Miao Hui in Butterworth.

Penang, 11 January 2020 – Carlsberg unveiled its Chinese New Year (CNY) campaign “Double Cheers. Double Winnings.” at Miao Hui Penang wishing thousands of Penangites double prosperity in the year 2020.

Inspired by the Chinese saying that good things come in pairs and following the unique occurrence of the year 2020, Carlsberg craftily illustrates the art of red paper cutting, featuring “fish” to symbolise abundance, and “lion dance” for prosperity on all Carlsberg and Carlsberg Smooth Draught CNY festive cans and bottles.

To elevate the concept of double, Managing Director Stefano Clini said in an opening speech, “Only available in Malaysia, Carlsberg is giving away more than 2,000 units of the 3-litre Carlsberg bottle this CNY. To date, more than 600 lucky winners nationwide have emerged following their purchases at participating supermarkets, hypermarkets, convenience stores, e-commerce sites; and for those who enjoyed Carlsberg beers at participating bars, restaurants, coffee shops and food courts!”

Invited guests and members of the public had fun with an interactive digital game at Miao Hui Penang, while lucky winners took home the limited-edition 3-litre Carlsberg bottle. You too can bring home your very own Carlsberg bottle to double up the festivities this CNY! Head to participating coffee shops or food courts and check underneath the bottle caps for purchases of Carlsberg (640ml) or Carlsberg Smooth Draught (580ml) big bottles.

Purchase, Snap and Win your way to proudly own the limited-edition 3-litre Carlsberg bottle when you make eligible purchases at participating hypermarkets, convenience stores and e-commerce sites or when enjoying Carlsberg and Carlsberg Smooth Draught at modern bars and restaurants.

That’s not all! Back by popular demand for the fourth consecutive year, “Probably The Best CNY Shopping Experience” activations will be held at participating supermarkets and hypermarkets and this coming weekend is your last chance of winning the Grand Prize of groceries worth up to RM800 all paid for by Carlsberg!

28-year-old F&B supervisor Lim Poh Lin was doing her grocery shopping for her family at Tesco Tanjung Pinang and stumbled upon the CNY activation by Carlsberg. “My family are all big fans of Carlsberg and we’re definitely glad that Carlsberg rewards us by paying for our groceries and beers!”, laughed Lim.

You could be a winner too and grab your chance where “You Shop, Carlsberg Pays!”! Calling all Penangites, 12th Jan 2020 is your final chance to win so be sure to head to TF Value Teluk Intan

1, Billion Manjung, TF Seri Manjung 2, Giant Bayan Baru and Billion Sg Petani between 1-3pm tomorrow.

Gaining attention for its sleek and modernistic design at participating hypermarkets as well as convenience stores this CNY period is the talked-about Carlsberg Smart Mini Bar! This 3-in-1 multi-function bar acts as a table equipped with a built-in fridge and is fitted with Bluetooth speaker and USB charger functionalities. Ease your worries of beer storage areas or keeping beers chilled for that perfect beer enjoyment during family reunions or festive open house sessions as the Carlsberg Smart Mini Bar can store close to 150 cans of beers!

Want to get your hands on the Smart Mini Bar? Simply purchase 2 cartons of Carlsberg and/or Carlsberg Smooth Draught and 1 carton of 1664 Blanc, Somersby or Asahi at participating hypermarkets or purchase RM20 and above of Carlsberg Malaysia products at participating convenience stores to be eligible for the weekly draws with chances to win a Carlsberg Smart Mini Bar or a 1664 Blanc-branded Mini Chiller.

Come celebrate the CNY festivities in great spirit with the limited-edition 3-litre Carlsberg bottle, Carlsberg Smart Mini Bar and more while savouring Probably The Best Brews by Carlsberg Malaysia. For more information on all ongoing CNY promotions or events, visit www.probablythebest.com.my or follow us on Facebook at www.facebook.com/CarlsbergMY.

List of Probably The Best CNY Shopping Experience activations in Penang tomorrow, 12th Jan:

Date	Outlet	Time
12-JAN-2020, SUN	TF VALUE TELUK INTAN 1	1-3pm
12-JAN-2020, SUN	BILLION MANJUNG	1-3pm
12-JAN-2020, SUN	TF VALUE SERI MANJUNG 2	1-3pm
12-JAN-2020, SUN	GIANT BAYAN BARU	1-3pm
12-JAN-2020, SUN	BILLION SG PETANI	1-3pm

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 beer was brewed by Carlsberg's founder J.C. Jacobsen in Copenhagen, Denmark in 1847 whilst the first locally brewed Carlsberg in Malaysia was in 1972. The Carlsberg portfolio in Malaysia includes the Carlsberg Danish Pilsner, Carlsberg Smooth Draught featuring the innovative POP cap and Carlsberg Special Brew.

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. 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.

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新闻稿 3/2020

2020 年 1 月 11 日

CARLSBERG 把特大樽的 CARLSBERG 酒瓶送给 ‘庇能郎’ 过年

槟城民众抓准时机到北海庙会玩数码游戏赢取限量版巨型 3 公升 Carlsberg 酒瓶及免费啤酒

槟城 11 日讯 – Carlsberg 在槟城庙会推介 “双饮双赢” 活动，与数千槟城民众一同双双喜喜迎接 2020 鼠年。

Carlsberg 从俗语好事成双及 2020 这对数字获得启示，利用中华剪纸技艺的对剪法，创出了寓意年年有余的双鱼图以及象征祈福送福的双狮图，这两个吉祥图都跃现在所有 Carlsberg 及 Carlsberg 顺啤的罐子和瓶子之上。

董事经理葛利尼在开幕词中把 ‘双’ 的含义说得更到位，他说：“Carlsberg 在这个新年独家派送的 3 公升 Carlsberg 酒瓶，全马来西亚限量送出超过 2000 樽。截至今日，全国参与促销的超市、霸市、便利商店、电商平台、酒吧、餐厅咖啡点及美食中心已经送出了超过 600 樽给名幸运儿”

槟城庙会的现场受邀嘉宾与公众人士，也尝试了趣味的互动数码游戏，不少幸运儿成功赢得了限量版 3 公升 Carlsberg 酒瓶。只要在参与促销的咖啡店或美食中心购买大瓶装的 Carlsberg (640 毫升) 或 Carlsberg 顺平 (580 毫升)，你也可以成为 Carlsberg 酒瓶的主人，但切记开瓶时要检查瓶盖底部。

还有更简单的方法，只需购买、拍照，即有资格赢取限量版 3 公升 Carlsberg 酒瓶。凡向参与的霸市、便利商店及电商平台购买或在摩登酒吧及餐厅畅饮 Carlsberg 或 Carlsberg 顺啤，然后进行以上动作，即有机会成为赢家。

还不止这些！第四年卷土重来的“堪称最佳新年购物体验”活动，也正在参与的超市和霸市热烈进行中，而来临的周末将是你的最后机会赢取价值 RM800 年货大奖，你购物，Carlsberg 支付！

现年 28 岁的餐饮业主任林宝玲在 Tesco Tanjung Pinang 为家里采购年货时，参加了 Carlsberg 的新年活动，她笑说：“我们一家都是 Carlsberg 的铁粉，真高兴 Carlsberg 帮我们付了年货和啤酒钱！”

“你购物，Carlsberg 支付！”，你也可以像她一样成为幸运儿！北马的子民请注意，1 月 12 日是你们最后赢取这份大奖的机会，请大家别错失明天下午 1 时至 3 时在 TF Value Teluk Intan 1、Billion Manjung、TF Seri Manjung 2、Giant Bayan Baru 及双溪大年 Billion 举行的活动。

至于参与促销的便利商店，今年最引人瞩目的是一台充满时尚设计感的 Carlsberg 智能迷你吧。这台炫目 Carlsberg 迷你吧集多功能于一体，拥有内置冰箱、蓝牙扬声器及 USB 充电器，并可以冷藏接近 150 罐啤酒，让你不愁没有地方储放啤酒或没有冰爽啤酒招待聚餐的家人朋友！

想拥有这台智能迷你吧，方法很简单，只要在参与的霸市购买 2 箱 Carlsberg 及/或 Carlsberg 顺啤以及 1 箱 1664 Blanc、Somersby 或 Asahi；或者在参与的便利商店购买 RM20 以上的马来西亚 Carlsberg 产品，即获得资格参加每周抽奖，以赢取一台 Carlsberg 智能迷你吧或一台 1664 Blanc 品牌迷你冷藏箱。

让我们一起举杯畅饮马来西亚 Carlsberg 堪称最佳佳酿，同时赢取限量版3公升 Carlsberg 酒瓶、Carlsberg 智能迷你吧等奖品，过一个丰收的新年。欲了解更多关于新年促销及活动，敬请浏览 www.probablythebest.com.my 或跟随我们的脸书专页 www.facebook.com/CarlsbergMY。

1月12日在檳城举行堪称最佳新年购物体验活动的地点如下:

日期	销售处	时间
2020年1月12日, 星期日	TF VALUE TELUK INTAN 1	1-3pm
2020年1月12日, 星期日	BILLION MANJUNG	1-3pm
2020年1月12日, 星期日	TF VALUE SERI MANJUNG 2	1-3pm
2020年1月12日, 星期日	GIANT BAYAN BARU	1-3pm
2020年1月12日, 星期日	BILLION SG PETANI	1-3pm

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