

FOR IMMEDIATE RELEASE

Press Statement 25/2019

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Win Carlsberg's New Premium Stem Glass

Carlsberg gives beer lovers nationwide the opportunity to win its new stem glass and own a piece of history with its classic glassware giveaway

SHAH ALAM, 1 August 2019 – Carlsberg fans can rejoice as Carlsberg is offering beer lovers across the country the chance to win its new and premium-looking stem glass which has been taking over bars, pubs and bistros by storm.

Carlsberg's new glass is part of the brand's new Danish-inspired identity, which balances simplicity with contemporary design and is applied across its products, packaging, communications, visibilities and amenities to deliver a better beer experience for fans of *Probably The Best Beer in the World*.

What sets Carlsberg's new stem glass apart from the rest is the laser-engraved, hop leaf-shaped nucleation stamp at the bottom of the glass. The nucleation stamp creates many little pits and peaks where bubbles can form, generating more tiny bubbles that rise to the top. Because the bubbles continually replenish the foam (head), the beer maintains its head for significantly longer. This is important as bubbles help retain the aroma of the beer.

The premium experience continues with the design of the new glass itself, which features a tapered mouth designed to enhance head retention and aroma perception, a bowl-shaped design to deliver a smooth pour, embossed details on the base for a premium finish, and a chalice-style design with Danish cues that embodies Carlsberg's new modern brand identity.

Carlsberg's new stem glass is part of three new experiential improvements in conjunction with the brand's new visual identity and new packaging that also sees a new Fresh Cap on Carlsberg bottles and cans that now come in Easy-to-Open packs. These "betterments" are a result of Carlsberg's efforts and belief in constant improvement and refinement in progressive pursuit of better beer. Carlsberg "Just Keeps Getting Better!"

Meanwhile, Carlsberg is giving beer lovers a chance to win the new premium stem glass simply by purchasing two 6-can packs from the Carlsberg promoters at participating supermarkets and hypermarkets throughout the month of August, then spin to win a chance to get the stem glass, a can of Carlsberg, or a set of premium coasters.

Carlsberg fans can also own a piece of the brand's history simply by enjoying a glass or two of draught Carlsberg at participating bars, pubs and bistros which still have the classic tulip-shaped glass and they will get to bring home the classic glass in a gift box, only available while stocks last.

These latest promotions are part of a series of nationwide consumer promotion designed to reward Carlsberg consumers throughout the months of July, August and September , including the chance to become *Probably The Best Beer Master* which entitles winners to an all-expenses-paid trip to Carlsberg Malaysia's brewery with a friend, an informative Art of Beer session and one year's supply of free Carlsberg*. To participate, consumers can simply purchase Carlsberg at participating restaurants, coffeeshops, bars, pubs and bistros, and convenience stores.

Carlsberg's new stem glass comes in the standard serving sizes of 30cl and 50cl and will be available in bars, pubs and bistros nationwide. To learn more about Carlsberg's new look and feel, betterments and promotions, visit the brand's Facebook page at CarlsbergMY or check out www.probablythebest.com.my.

**12 cartons of 24x 320ml cans*

What are Carlsberg's new "betterments"?

FRESHER

For Carlsberg in bottles, we created a cleverly-designed Fresh Cap that removes oxygen from the headspace in the bottle. You get a fresher taste for 5x longer!

BETTER

The new Carlsberg stem glasses come engraved with a hop leaf-shaped nucleation stamp at the bottom, which generates more foam, helping to retain the aroma for longer.

EASIER

For Carlsberg in cans, we improved the pack with an Easy to Open feature, allowing consumers to open a 6-can pack of Carlsberg in no time!

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畅饮 Carlsberg 赢取全新的精致优良酒杯

Carlsberg 让全国的啤酒爱好者都有机会赢取其全新酒杯，或领取限量经典款式酒杯馈赠特惠

莎阿南 8 月 1 日讯 – 值得 Carlsberg 粉丝们高兴时刻到来了！马来西亚 Carlsberg 集团推出的全新酒杯已经席卷酒吧、酒廊和小餐厅，让全国的啤酒爱好者有机会一亲芳泽并把这精致及优良酒杯赢回家。

Carlsberg 的全新酒杯其实就是这个丹麦品牌重塑形象的一部分。焕然一新的形象糅合了极简与现代感的设计理念，并实诸于产品、包装、广告传播及视觉之上，以便为**堪称全球最佳啤酒**的粉丝们带来更好的啤酒体验。

Carlsberg 全新酒杯最独特之处，就是杯底有个激光刻印的啤酒花型图章，令它在众杯酒中一枝独秀。而杯底的这个图章亦具有特殊功能，既令杯中啤酒产生持久啤酒气泡，让杯口堆积更多细腻泡沫以锁住并延长啤酒香气。

由于持续产生气泡，将可让酒液表面堆积丰盈的泡沫，只要泡沫能持久，绵密细腻的泡沫既能长久锁住 Carlsberg 的独特酒香，亦能带来更丰富的口感。

杯口设计呈锥形，更容易锁住泡沫和酒香，而杯体呈碗状，令倒酒能更顺势，加上杯底的精雕细琢，这个带有丹麦风格的圣杯式设计，既能体现了 Carlsberg 的时尚形象，也能让饮者的体验昇华。

Carlsberg 推出全新酒杯，是品牌重塑形象及包装的三项体验升级之一，另两项升级为 Carlsberg 瓶锁鲜瓶盖及罐装的易开包装。这一连串的升级正体现了 Carlsberg 锲而不舍追求高品质啤酒的精神，既是 Carlsberg “精益求精，追求更好！”的写照。

如今，Carlsberg 让啤酒爱好者有机会把全新精致酒杯占为己有。于 8 月份，凡在参与的超市和霸市向 Carlsberg 促销员购买两个 6 罐装 Carlsberg，即可参加即转即赢，便有机会赢取 Carlsberg 的精致全新优良酒杯，一罐 320 毫升啤酒，或是一套精品杯垫。

当 Carlsberg 爱好者前往参与的酒吧及酒廊畅饮 Carlsberg 生啤，亦可以把限量经典款式酒杯 配合礼盒带回家，将品牌的这段历史珍藏起来。酒杯存货送完即止。

这一系列的促销，是 Carlsberg 于 7 月至 9 月份的部份全国促销活动，以大力回馈全国的粉丝，包括让他们有机会成为堪称最佳啤酒大师！得奖者不但可以为自己赢得费用全包的旅程，还可带同一位朋友，一齐参加啤酒艺术课程，增广见闻。不仅如此，优胜者还可以获得一年免费 Carlsberg 供应*。有意参加者，只需到参与的餐厅、咖啡店、酒吧、酒廊及便利店购买 Carlsberg 即可。

Carlsberg 全新酒杯的标准容量为 30 厘升及 50 厘升，皆可在全国各酒吧及酒廊享饮。欲了解更多关于 Carlsberg 的新形象、升级改良及促销，请登录品牌脸书专页 CarlsbergMY 或浏览 www.probablythebest.com.my。

*12 箱 24x 320ml 罐

Carlsberg 的最新“体验改良”是什么？

更保鲜 (FRESHER)

为瓶装 Carlsberg 特别设计的“保鲜盖”，能吸收瓶子顶部空间的多余氧气，并保住啤酒新鲜度高达 5 倍！

更优良 (BETTER)

全新 Carlsberg 酒杯底部刻上了特制图章并能产生源源不断的气泡，同时拥有产生持久啤酒泡沫特殊功能，而更多细腻泡沫可锁住并延长啤酒香气。

更方便 (EASIER)

至于罐装 Carlsberg，其包装升级为易拉装，让消费者可以更方便及轻松地打开 6 罐装 Carlsberg 包装！

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