

FOR IMMEDIATE RELEASE

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Connor's Brews Up an Epic Celebration for International Stout Month!

Experience a cheeky blend of everything Black and British specially curated for stout lovers

SHAH ALAM, 17 November 2023 – Connor's Stout Porter is rolling in 'Taste the Good Times' to commemorate and celebrate International Stout Month, by creatively devising a barrage of cool action poised to reward fans with top-notch experiences, prizes and of course the great taste of its unique black brew.

Having recently bagged two gold awards in the prestigious international Monde Selection, one of the only Quality Institute in the world to offer a global quality evaluation of food and beverage, and the World Beer Award 2023, one of the most coveted awards in the global beer industry respectively, Connor's is spreading its cheery success by roving the town and giving fans the opportunity to immerse themselves in a barrel of British fun in 290 venues.

In selected super and hypermarkets, the Connor's Shake Crew will be on the prowl for stout lovers to take on the Connor's Shake Challenge. Participants will have to perfectly recreate the draught stout experience through a serving ritual unique to Connor's Stout Porter in cans. This superb liturgy retains the creamy foam and gentle roasty undertones of its four premium malts including lager malt, caramel malt, brown malt and roasted barley, plus kicks off the brilliant cascading effect that makes Connor's all the more irresistible.

"Consumers today seek for a stout with great character and exceptional flavour to challenge their taste buds and our recent two gold awards affirm Connor's Stout Porter as the perfect brew. The Monde Selection award showcases our commitment to quality, whilst the World Beer Award solidifies Connor's excellence among the highest-rated beers globally. To celebrate our success and International Stout Day, we are bringing stout lovers together to 'Taste the Good Times' anytime, anywhere. Not just for a day, but for nearly two whole months!" said Stefano Clini, Carlsberg Malaysia's Managing Director.

Painting The Town Black Nationwide

Throughout International Stout Month, Connor's will be bringing the party to 12 selected outlets across Malaysia like never before, with a line-up of four exhilarating activities available to participants anytime they purchase one set of Connor's.

Revellers can expect to try their hand at 'The Perfect Pour', tapping their own mug of Connor's to win personalised coasters and go head-to-head at a game of 'Flip the Cup' for a Connor's merchandise. 'The Weight Challenge' will test patrons' camaraderie by piling on the fun to reach a collective weight of 600kg. The first table to do this will walk away with the colossal prize of a Connor's keg. On the fashion front, stout aficionados could win a limited-edition Connor's Bomber jacket.

These exciting nuggets of celebration funnel into a crafty contest where 60 lucky consumers will take home a superb SMEG Union Jack mini fridge worth RM15,000 each, making them the only ones in Malaysia to own one.

But wait, there's more! Connor's enthusiasts can also win the SMEG Union Jack Mini Fridge from now until 25 December 2023, with a purchase of a can or a half-pint of Connor's for an entry or a full-pint for two entries at their favourite restaurants, bars, or pubs. In supermarkets, convenience stores and e-commerce sites, any purchase of one can of Connor's grants consumers one entry to participate. They can even opt for the full monty and get five entries when they purchase four cans of Connor's.

Connor's x REXFEST

Apart from the copious amount of action already taking place all around town, Connor's is delivering its innate British love for all things music and festivals through the brand's collaboration at REXFEST. Adding its signature cool and creative vibes to the three-day fest, Connor's brings the finest of both stout and music together all within the confines of one spectacular event as art and music lovers 'Taste the Good Times'.

The buck does not end there. On festival grounds, punters will be able to chow down on unique grub and try their hand at concocting the first-of-its-kind Connor's Stoutfee Cold Brew cocktail in the Connor's Mixology Masterclass led by the Parkroyal Collection Kuala Lumpur's Head Mixologist, Lee Wei Lung. The Connor's Shake Corner also gets the party going with the art of pouring, scoring drinkers a complimentary can of Connor's whilst a free Connor's draught is up for grabs for those participating in the Connor's Snap & Post contest. For the ultimate Brit action, stout lovers can get their creative juices flowing with some Graffiti expression.

With so much in store, Connor's is delivering the best of everything Black and British this International Stout Month so be sure to stay in the know by visiting www.connorsmalaysia.com for more details and like and follow Connor's on Facebook at www.facebook.com/ConnorsMY and Instagram at www.instagram.com/connorsmalaysia.

All promotions and contests are open to non-Muslims aged 21 and above. One last thing, when purchasing and enjoying Connor's, remember to always **#CELEBRATERESPONSIBLY** – if you drink, don't drive!

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For photos, scan here:





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About Carlsberg Malaysia

Carlsberg Brewery Malaysia Berhad was incorporated in December 1969. We are 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 Hong Kong, Taiwan, Laos, Cambodia and Thailand.

Our international portfolio of brands features Probably the Best Beer In The World – Carlsberg Danish Pilsner, Carlsberg Smooth Draught and Carlsberg Special Brew as well as Carlsberg Alcohol Free Pilsner. This Carlsberg trio is complemented by international premium brews including France's premium wheat beer 1664 Blanc, 1664 Rosé, Japan's premium beer Asahi Super Dry, European cider Somersby, British-inspired Connor's Stout Porter draught, and US craft beer Brooklyn Brewery as well as Tuborg Strong. Our local brands include SKOL, Royal Stout, and Nutrimalt.

Our approximately 600-strong workforce sell our products in a responsible manner within our sustainability-driven business. Our products are for non-Muslim consumers aged 21 and above. Please #CelebrateResponsibly – if you drink, don't drive! Find out more at www.carlsbergmalaysia.com.my

Connor's 打造一系列活动 欢庆国际黑啤酒月

专为黑啤酒爱好者精心策划，感受黑啤酒与英式魅力的体验

（莎亚南 2023 年 11 月 17 日）为了欢庆国际黑啤酒月（International Stout Month），Connor's Stout Porter 体现出‘体验美好时光’（Taste the Good Times）精神，创意策划了一系列好康来奖励粉丝，除了各种优等体验和奖品，当然还有这款独特口感的黑啤酒。

Connor's 最近也荣获 2 项金奖，分别为国际蒙特奖（Monde Selection），即全球其中一家提供世界饮食品质评鉴的品质机构，以及全球啤酒行业最梦寐以求奖项之一的 2023 年世界啤酒大奖（World Beer Awards），并将通过 Connor's 宣传大使带着这份喜讯到各地分享，让粉丝有机会在 290 个餐饮酒吧场所沉浸于各种英式乐趣。

在指定超市将会有 Connor's 团队出现，召唤黑啤酒爱好者参加 Connor's Shake Challenge 挑战。参与者必须以罐装 Connor's Stout Porter 专属斟酒仪式，完美重现生啤版黑啤酒体验。该仪式的用意在于保留四种优质麦芽，即啤酒麦芽、焦糖麦芽、棕色麦芽、炭烤麦芽的浓厚泡沫和香烤滋味，并显出 Connor's 更加难以抗拒的倾泻效果。

马来西亚 Carlsberg 集团董事经理葛利尼（Stefano Clini）表示：“如今消费者寻求具有独特风味，能够挑战味蕾的优质黑啤酒，我们最近荣获的这 2 项金奖，肯定了 Connor's Stout Porter 为完美酿造的黑啤。获得国际蒙特奖展现了我们对品质的承诺，而世界啤酒大奖巩固了 Connor's 作为全球评价最高啤酒之一的卓越地位。为了庆祝这份成就以及国际黑啤酒节，我们将让黑啤酒爱好者欢聚，随时随地‘体验美好时光’（Taste the Good Times），不仅一天，而是将近两个月！”

集体欢庆黑啤酒节

这个国际黑啤酒月，Connor's 将在全马 12 家指定场所带来前所未有的体验，并准备了 4 种好玩游戏，让凡购买一套 Connor's 黑啤的消费者参加。

参与者能够在‘The Perfect Pour’中斟一杯完美 Connor's 以赢取专属杯垫，并在‘Flip the Cup’中翻转杯子赢取 Connor's 周边产品。测试友情的‘The Weight Challenge’将见证参与者尽其所能使重量达到 600 公斤，成功达标的第一桌即可领走 Connor's 酒桶的大奖。除此以外，黑啤爱好者也享有机会赢取限量版 Connor's 飞行员夹克（bomber jacket）。

这些精彩的活动也能让您参与有奖竞赛，将让 60 位幸运儿赢取一台价值 1.5 万令吉的 SMEG Union Jack 迷你冰箱，成为全马拥有它的少数人。

不仅如此，Connor's 爱好者也可从即日起至 2023 年 12 月 25 日，享有机会赢取这款 SMEG Union Jack 迷你冰箱。只需在各自喜爱的餐厅、酒吧或酒馆，购买一罐或一小杯（half-pint）Connor's，即可获得一次参赛资格，或购买一大杯（full-pint）以获得两次参赛资格。在超市、便利店以及电商平台，

凡购买一罐 Connor's 的消费者，即可获得一次参赛资格，而购买 4 罐 Connor's 即可获得五次参赛资格。

Connor's x REXFEST

除了在各地开展这些活动之外，Connor's 还通过与 REXFEST 合作，传递对音乐和节庆固有的热爱。Connor's 为这个长达三天的活动增添标志性的酷炫创意氛围，也融合黑啤酒和音乐的精髓，让艺术和音乐爱好者‘体验美好时光’ (Taste the Good Times)。

精彩不止于此，各位到访者还可在活动现场品尝各种 Connor's 独特美食料理，并由吉隆坡 Parkroyal Collection 首席调酒师 Lee Wei Lung 指导的 Connor's Mixology Masterclass 大师课中，尝试调制首创的 Connor's Stoutfee Cold Brew 鸡尾酒。另一个角落则有 Connor's Shake Corner 传播斟酒之术，让饮酒者有机会获取一罐免费 Connor's，而 Connor's Snap & Post 竞赛的参与者则有机会得到免费 Connor's 黑啤。黑啤酒爱好者还可通过涂鸦发挥英式创意。

在这个国际黑啤酒月，Connor's 带着满满的好康，献上融合黑啤酒与英式趣味的体验，因此别错过最新消息，请浏览 (www.connorsmalaysia.com) 以查询详情，或在脸书 (www.facebook.com/ConnorsMY) 和 Instagram (www.instagram.com/connorsmalaysia) 跟踪 Connor's 专区。

所有促销和竞赛仅开放给年龄 21 岁以上的非穆斯林人士。购买享用 Connor's 时，记得要 **#CELEBRATERESPONSIBLY** #理性饮酒——“酒后不开车，平安到永久”！

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