

FOR IMMEDIATE RELEASE

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Carlsberg Kicks Off Oktoberfest Celebrations with Nationwide Promotions & Free Rides

Raise a toast with Probably The Best Beer In The World with 1,000 free rides to #CelebrateResponsibly this year

SHAH ALAM, 8 October 2019 – Raise your glasses with a loud cheer of “*Prost!*” at Carlsberg’s Oktoberfest celebrations this year with nationwide promotions, limited-edition merchandise, and free rides to exclusive events and participating outlets throughout October!

This month, Carlsberg is partnering with almost 350 bars and restaurants throughout the country for the Oktoberfest celebrations, offering the seasonal 500ml Oktoberfest beer stein which consumers can redeem when they enjoy beer at participating outlets while stocks last.

The biggest Carlsberg Oktoberfest parties will be at six locations, kicking off with the Starlight Carnival at Century Lake Park, SkyAvenue, Resorts World Genting every Thursday to Saturday from 10 October until 2 November, followed by Beach Club in KL on 11 October, LED Modern Bar in Johor Bahru on 18 October, Vangohh Eminent Hotel & Spa in Bukit Mertajam on 24 October, and TGG Publika in KL and the Malaysian German Society in Penang on 25 & 26 October.

These flagship celebrations will offer fun games, live music performances, German folk dances, and a range of quality beers, stouts and ciders served by the Carlsberg brand ambassadors in traditional *dirndl* dresses for patrons to get in on the Oktoberfest revelry.

Carlsberg’s Oktoberfest promotions extend even beyond the parties. At participating supermarkets and hypermarkets in October, get an exclusive Oktoberfest hat for purchases of Carlsberg Malaysia’s beers, stouts and ciders RM80 and above, or the limited-edition Oktoberfest beer stein for purchases above RM130!

To encourage Malaysians to celebrate responsibly by not drinking and driving, Carlsberg is also activating its #CelebrateResponsibly campaign in partnership with e-hailing providers Grab and Riding Pink, a women-only ride service, to offer free rides to and from participating Carlsberg outlets throughout Malaysia hosting Oktoberfest celebrations and promotions. Consumers can enjoy up to RM20 off each ride when they use the promo code CELEBRATERESPONSIBLY, which can be redeemed between 5pm and 1am daily until 31 October 2019 or while rides last.

“At Carlsberg, we believe that our full range of probably the best beers, stouts and ciders stands at the heart of special occasions that bring people together, but we also firmly advocate moderate and responsible consumption to keep celebrations such as Oktoberfest full of cheer and not regret.

Through consumer engagement in previous #CelebrateResponsibly activations, more than half were unaware of the legal blood alcohol content (BAC) limit in Malaysia of 0.08%, which if exceeded can lead to serious legal and life-threatening consequences of driving while drunk,” enthused Pearl Lai, Corporate Communications and CSR Director of Carlsberg Malaysia.

“Due to overwhelming response last year where more than 650 free rides were redeemed, we are renewing our commitment to 1,000 free rides this year to Carlsberg’s Oktoberfest promotions and celebrations hosted by our trade partners nationwide,” added Lai.

This year, Carlsberg’s #CelebrateResponsibly employee ambassadors will visit the flagship celebrations to encourage revellers to drink responsibly. Consumers can test their BAC levels on portable breathalysers throughout the event and stand a chance to win their own breathalyser by signing up as a #CelebrateResponsibly ambassador themselves at bitly.com/GBRD2019!

#CelebrateResponsibly is in support of Carlsberg’s sustainability strategy, Together Towards ZERO, where it sets a bold ambition for a society with zero irresponsible drinking in line with its global purpose of Brewing for a Better Today and Tomorrow. This initiative represents Carlsberg Malaysia’s 5th consecutive year of support towards the Global Be(er) Responsibility Day (GBRD) – a worldwide initiative to promote the responsible consumption of beer – and has reached more than 31,000 consumers during Oktoberfest activations over the past four years.

Carlsberg Group has set a bold vision for a society without irresponsible drinking. By 2030, it aims to see a continuous reduction of key responsible drinking statistics in all of its markets in support of the World Health Organisation’s (WHO) objective to reduce harmful use of alcohol, as well as the WHO’s Sustainable Development Goal 3 to ensure healthy lives and promote well-being for all ages.

For the full list of participating outlets and Oktoberfest party dates, visit the brand Facebook page at CarlsbergMY or check out www.probablythebest.com.my. To know more about free rides from Carlsberg with Grab and Riding Pink, visit the Carlsberg Malaysia website at www.carlsbergmalaysia.com.my/GBRD2019 or on Facebook at CarlsbergMalaysia.

Remember to #CelebrateResponsibly – don’t drink and drive!

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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 Thailand, Taiwan, Hong Kong and Laos.

Our international portfolio of brands features Probably The Best Beer In The World – Carlsberg, Probably The Smoothest Beer In The World – Carlsberg Smooth Draught and Probably The Best Strong Beer – Carlsberg Special Brew. This Carlsberg trio is complemented by international premium brews including France’s premium wheat beer 1664 Blanc, Japan’s No.1 premium beer Asahi Super Dry, European cider Somersby, British-inspired Connor’s Stout Porter draught, US award-winning craft beer Brooklyn Brewery as well as Corona Extra, the imported premium Mexican beer brand. Our local brands include SKOL, Royal Stout, Jolly Shandy and Nutrimalt.

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Carlsberg 推出全国性促销及免费乘车优惠迎接啤酒节

今年举杯欢饮堪称全球最佳啤酒之际可享用理性饮酒 (#CelebrateResponsibly)
运动之 1,000 份免费乘车优惠

莎阿南 8 日讯 – 在十月的 Carlsberg 啤酒节庆典中举杯共饮，高呼“饮胜！”之同时，即可享有全国性促销优惠、获得限量版周边商品以及免费乘车前往独家活动处与参与的销售处。

Carlsberg 在本月与大约 350 家酒廊、餐厅携手在全国共庆啤酒节，并随节庆送出 500 毫升的应节啤酒节酒杯，消费者可向参与的销售处兑换，赠品送完即止。

Carlsberg 最大型的啤酒节派对将在六个地点上演，分别是在云顶云天大道 Century Lake Park 的 Starlight Carnival，每逢周四至周六，由 10 月 10 日至 11 月 2 日，接着是 10 月 11 日在吉隆坡 Beach Club、10 月 18 日在新山 LED Modern Bar、10 月 24 日在大山脚 Vangohh Eminent Hotel & Spa，以及 10 月 25 日与 26 日分别在吉隆坡 TGG Publika 及檳城马德友好协会举行。

在这些盛大的派对上，穿着德国传统服饰的 Carlsberg 品牌大使将为来宾端上系列优质啤酒、黑啤及果酒，此外，现场还有准备了趣味游戏、现场音乐及德国民族舞蹈表演，为啤酒节派对现场释放激情。

Carlsberg 的啤酒节促销优惠并不限于派对而已。凡于十月在参与的超市及霸市购买 RM80 以上的马来西亚 Carlsberg 旗下啤酒、黑啤及果酒，即可获得一顶独家啤酒节帽子，凡购买 RM130 以上，即可获得一个限量版啤酒节酒杯！

为了鼓励马来西亚人理性饮酒，酒后不开车，Carlsberg 启动了理性饮酒醒觉运动 (#CelebrateResponsibly)，与电子召车供应商 Grab 及仅限女性乘车的 Riding Pink 合作，为消费者提供免费乘车往返全马参与的 Carlsberg 销售处欢庆啤酒节及享受促销优惠。消费者只须使用促销代号 CELEBRATERESPONSIBLY，即可享有每趟车高达 RM20 的回扣，时间是由下午 5 时至凌晨 1 时，有效期至 10 月 31 日或促销份额送完为止。

马来西亚 Carlsberg 企业传讯及企业社会责任总监赖明珠兴奋地说：“我们 Carlsberg 深信，我们的系列堪称最佳啤酒、黑啤及果酒是每一个节日欢聚的必备佳酿，但我们还是极力主张适量及理性饮酒，让每一个庆典包括啤酒节都充满欢乐，不留遗憾。通过以往理性饮酒运动 (#CelebrateResponsibly) 与消费者互动，我们也发现超过半数的人都不晓得我国的法定血液酒精浓度(BAC) 限度为 0.08%，若血液酒精浓度超过此限就是严重违法，再者，酒后开车也可能导致致命的严重后果。



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赖明珠补充说：“去年免费乘车活动获得热烈响应，一共送出了 650 份，而在今年的 Carlsberg 啤酒节，我们将再献出 1,000 份免费乘车优惠，让消费者往返我们在全国联办的庆典地点。”

今年的 Carlsberg 理性饮酒 #CelebrateResponsibly 员工大使将莅临各大型庆典处，鼓励参加欢宴者理性饮酒。消费者也可以在欢宴上利用随身携带式测酒器测量自己的血液酒精浓度，若是他们报名于 bitly.com/GBRD2019 担任理性饮酒 #CelebrateResponsibly 大使，即有机会为自己赢取一套测酒器！

理性饮酒 #CelebrateResponsibly 主张打造一个零酗酒社会，这不但迎合 Carlsberg 集团的可持续性策略‘共同迈向零目标’，亦与其全球宗旨一致，以酿造一个美好现在和更美好的未来。这亦是马来西亚 Carlsberg 连续 5 年全力支持这项全球性理性饮酒醒觉运动的全球啤酒责任日（Global Be(er) Responsibility Day (GBRD)），并成功在过去 4 年的啤酒节活动，将这项理念推广及灌输给 31,000 名消费者。

Carlsberg 集团矢志打造一个零酗酒的社会，并放眼 2030 年陆续降低其所有市场的主要理性饮酒统计，以迎合世界卫生组织 (WHO)降低酗酒危害的目标以及该组织的可持续发展目标 3（WHO’s Sustainable Development Goal 3）确保生活健康，促进各年龄段人群的福祉。

欲查阅参与的销售处名单及啤酒节庆典日期，请登录 www.probablythebest.com.my。欲了解更多有关于 Carlsberg 与 Grab 及 Riding Pink 合作提供的免费乘车优惠，请浏览马来西亚 Carlsberg 网站 www.carlsbergmalaysia.com.my/GBRD2019 或脸书专页 CarlsbergMalaysia。

切记，理性饮酒 #CelebrateResponsibly – 酒后不开车！

-END-

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