

FOR IMMEDIATE RELEASE

Press Statement 17/2019
30 April 2019

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Celebrate Harvest season with beer and music at Carlsberg Get Together Night

Carlsberg's "POP & WIN" promotion rewards beer lovers with home karaoke sets, brewery trip, audio accessories and beers!

Kuching, 23 April 2019 – Living up to its brand promise of Probably The Best, Carlsberg celebrates this harvest season with beer lovers hosting sixty Carlsberg Get Together Night activations across Sarawak followed by Sabah from now till 31 May 2019.

Keeping in harmony with *Gawai Dayak*, a time for celebration and giving thanks, gather your friends and family to celebrate a night full of music and festivities, all while enjoying Carlsberg, Probably The Best Beer In The World and Carlsberg Smooth Draught, Probably The Smoothest Beer In The World!

Running from April to June, the Carlsberg and Carlsberg Smooth Draught "POP & WIN" promotion saw one lucky Grand Prize winner hailing from Kuching winning himself a home karaoke set worth RM10,000! It was double joy for 60-year-old Anthony Tan who was celebrating with friends at the Carlsberg Get Together Night in K88 Food Court, Kuching when he popped open a lucky Carlsberg bottle bearing the [Karaoke Set] bottle cap! Some 200 other beer lovers witnessed his lucky streak as they were also serenaded by local artists, took part in lucky draws and trivia to win additional prizes while some belted out their best karaoke jams throughout the night.

Liven up the harvest season and stand a chance to be a winner of the "POP & WIN" promotion as there are still plenty of amazing prizes up for grabs!

Enjoy Carlsberg or Carlsberg Smooth Draught to walk home with an exclusive Home Karaoke Set worth RM10,000 OR win an all-expense paid VIP Brewery Tour to Carlsberg Malaysia in Shah Alam with three friends, inclusive of flight, accommodation and be chauffeur-driven!

You too can win cool audio accessories this Harvest season with Carlsberg! Just collect "WIN [hop leaf] 2019" Carlsberg bottle caps and "POP & WIN" Carlsberg Smooth Draught bottle caps with every purchase of 640ml Carlsberg big bottles or 580ml Carlsberg Smooth Draught big bottles to stand a chance to win! Collect 24 bottle caps to redeem a limited-edition Carlsberg Smooth Draught-branded Bluetooth headset, or 12 bottle caps for a FREE 320ml can of Carlsberg Smooth Draught from April to May at participating coffee shops, food courts and hawker centres.

Other interesting prizes include the limited-edition Carlsberg Smooth Draught-can-shaped Bluetooth speaker, which you may take home when you purchase an 11-can Carlsberg Smooth Draught 320ml pack in super- and hypermarkets from May to June. You can also get your hands on a Bluetooth earpiece when you purchase two buckets of Carlsberg Smooth Draught pints (325ml) from pubs, bars and restaurants or stand a chance to win it home when you buy RM15 worth of Carlsberg Smooth Draught in bottles or cans at participating convenience stores.

Join us at the upcoming Carlsberg Get Together Night as per the schedule below.

Date	Day	Location	Outlet/ Restaurant Name	Address
6.05.19	Monday	Sibu	Kinglog	No. 17, Lorong Seduan 2, 96000 Sibu.
7.05.19	Tuesday	Mukah	New Lane Café	No 423, Block 68, Mukah Land District
8.05.19	Wednesday	Bintulu	Medan Kopitiam	No 58A-58B, Medan Jaya Commercial Centre
9.05.19	Thursday	Bintulu	Atmosphere Bar	G/Floor, No 213, Lot 8364 Bintulu Sentral Ph 2
10.05.19	Friday	Bintulu	Lee Coffee and Beer	S/lot 19, G/Floor, Medan Jaya Commercial Centre
11.05.19	Saturday	Bintulu	Wiwo Food Court (Formerly Makan Makan)	S/lot 113-124 Lot 7668, Block 31, Bintulu Sentral
12.05.19	Sunday	Bintulu	Mandarin Restaurant	Lot 7765-7769 Assayakirin Commercial Square
13.05.19	Monday	Bintulu	Farley Food Court	G/ Floor, Lot 4218-4219 Jalan Diwarta, Parkcity Commercial Square Ph6
14.05.19	Tuesday	Miri	Kenyalang Executive Dance Club	Lot 7939-7974, Ground Floor, Bandar Baru Permyjaya
15.05.19	Wednesday	Miri	32 QQB	G/FloorS/Lot 10463, Sublot57 of Parent Lot 87 Blk KBLD
16.05.19	Thursday	Miri	District X	Lot 2103, Block 9, Marina Square, Miri

17.05.19	Friday	Miri	Seng Kee Miri Food Centre	Lot 266-267, Beautiful Jade Centre, Miri.
18.05.19	Saturday	Miri	Red Lantern Bistro	Lot 1883, G/Floor, Marina Square 2, Marina Parkcity Miri.
19.05.19	Sunday	Miri	Chillzz Bistro & Bar	Lot 1269 & 1270, Ground Floor, Centre Point

For more info and T&C, check out www.facebook.com/CarlsbergMY or visit www.probablythebest.com.my

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新闻稿 17/2019
2019 年 4 月 30 日

Carlsberg 同乐之夜在啤酒和音乐相伴之下欢庆丰收佳节

Carlsberg “即 POP 即赢” 促销活动犒赏啤酒爱好者，送出家庭卡拉 OK 音响、啤酒厂之旅、音响产品及啤酒！

古晋 23 日讯 – Carlsberg 不负其 ‘堪称最佳’ 的品牌承诺，由即日起至 5 月 31 日在全砂拉越以及随后在沙巴，举行 60 场 Carlsberg 同乐之夜，与两地的啤酒爱好者同欢共庆本年度丰收佳节。

迎接达雅丰收节来临之际，亦是大家与亲朋好友一起以感恩心同欢庆的时刻，一起高举堪称全球最佳啤酒 Carlsberg 及堪称全球最顺啤酒 Carlsberg 顺啤，齐欢饮，同欢乐，共度一个充满音乐和节日喜庆的夜晚！

由 4 月开始，并将于 6 月份结束的 Carlsberg 与 Carlsberg 顺啤 “即 POP 即赢” 活动，终于迎来一位大奖得主。这位来自古晋幸运得主，赢走了一套价值 RM10,000 家庭卡拉 OK 音响！对现年 60 岁得主 Anthony Tan 而言，简直喜上加喜，当时他与朋友在古晋 K88 美食坊欢度 Carlsberg 同乐之夜，pop 开了一瓶好运 Carlsberg，欣喜看见瓶盖出现 [Karaoke Set] (卡拉 OK 配套) 的字眼！当时在座亦约有 200 位啤酒爱好者，一起见证这幸运时刻的降临。当晚全场也在清歌妙乐的陪伴下，齐齐参与幸运抽奖和游戏，赢取额外奖品，而兴致大起者亦登台大展歌喉。

为丰收节注入活力的“即 POP 即赢” 活动，还有许多丰厚奖品待赢取，因此要成为大赢家的机会依然非常浓厚！

畅饮 Carlsberg 或 Carlsberg 顺啤即有机会赢走一套价值 RM10,000 的独家家庭卡拉 OK 音响或赢取贵宾级啤酒厂之旅，并可邀约 3 位朋友飞往马来西亚 Carlsberg 位于莎阿南的酒厂参观，包含机票、住宿和全程车夫载送的费用全包！

欢庆丰收节的同时，还有许多超炫的 Carlsberg 音响产品待赢取！凡购买 640 毫升大瓶装 Carlsberg 或 580 毫升大瓶装 Carlsberg 顺啤，并收集印有 “WIN [hop leaf] 2019” 的 Carlsberg 瓶盖及印有 “POP & WIN” 的 Carlsberg 顺啤瓶盖，即有机会赢奖！凡于 4 月及 5 月份，在参与的咖啡店、美食坊及小贩中心消费，并收集 24 个瓶盖，即可兑换限量版 Carlsberg 顺啤品牌的蓝牙耳机，或收集 12 个瓶盖，则可免费换取一罐 320 毫升的 Carlsberg 顺啤。

其他诱人的奖品，包括限量版 Carlsberg 顺啤罐形状的蓝牙扩音器。凡于 5 月至 6 月份，在超市或霸市购买 11 罐 320 毫升装的 Carlsberg 顺啤，便可将它带回家。而凡在酒吧、酒廊及餐厅购买两桶 Carlsberg 顺啤 (325 毫升) 欢饮，即可获得一套蓝牙听筒，或在参与的便利店购满 RM15 的瓶装或罐装 Carlsberg 顺啤，即有机会将它赢回家。

别错过来临的 Carlsberg 同乐之夜，请关注以下时间表。

日期	星期	地点	销售处/餐厅名称	地址
6.05.19	星期一	诗巫	Kinglog	No. 17, Lorong Seduan 2, 96000 Sibul.
7.05.19	星期二	木胶	New Lane Café	No 423, Block 68, Mukah Land District
8.05.19	星期三	民都鲁	Medan Kopitiam	No 58A-58B, Medan Jaya Commercial Centre
9.05.19	星期四	民都鲁	Atmosphere Bar	G/Floor, No 213, Lot 8364 Bintulu Sentral Ph 2
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19.05.19	星期日	美里	Chillzz Bistro & Bar	Lot 1269 & 1270, Ground Floor, Centre Point

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