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FOR IMMEDIATE RELEASE

Press Release Statement 17/2024

13 June 2024

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The Highly Anticipated Carlsberg Golf Classic Tees Off with RM2.7 Million Worth of Premium Prizes

Carlsberg Golf Classic 2024 is set to deliver unparalleled golfing excitement for 3,600 golfers via 32 tournaments.

SHAH ALAM, 13 June 2024 – Carlsberg Golf Classic (CGC) is back, reaffirming its status as Malaysia's largest and longest-running amateur golf series. This prestigious event continues to be the most sought-after amateur tourney, boasting an impressive RM2.7 million worth of premium prizes.

CGC offers an inviting entry into the world of golf, allowing amateur golfers to enjoy their favourite brew in a social and fun competition, both on and off the course. This year, CGC will be held across 32 golf clubs nationwide, seeking 32 Nett and Gross Champions respectively, throughout June till October 2024. The tournament kicks off with its first leg at the Bukit Jawi Golf Resort in Penang on 15 June, setting the tone for a season filled with thrilling matchups and outstanding sportsmanship.

"Carlsberg Malaysia is thrilled to host Carlsberg Golf Classic once again. This tournament not only celebrates the spirit of competition but also brings together golf enthusiasts for a series of **#BestWithCarlsberg** golfing experiences. We look forward to another successful year of amazing golf, camaraderie, and of course, the enjoyment of our finest brews," said Stefano Clini, Managing Director of Carlsberg Malaysia.

Elevating the tournament's prestige, Mercedes-Benz Malaysia continues its support by offering two units of the Mercedes-Benz EQA, each valued at RM296,888, as hole-in-one prizes at the National Finals. This luxurious prize underscores the tournament's commitment to providing unparalleled rewards for its participants.

During the Qualifying Rounds, golfers will compete for an impressive array of top-tier prizes, including a TaylorMade Sport Modern Cart Bag worth RM1,490 paired with a TaylorMade Q1 Diamana Blue Irons Set retailing at RM7,600, an adidas Dress Like a PRO package valued at RM5,000, a RM3,170 Garmin R10 Portable Launch Monitor, and a year's supply of Carlsberg beers.

Additionally, CGC proudly welcomes two new sponsors: Vespa and Le Botanical. Vespa is generously sponsoring two classic prizes: a Vespa Primavera, valued at RM19,900, for any golfer achieving a hole-in-one during the 32 Qualifying Rounds, and a Vespa Sprint, valued at RM20,500, for a hole-in-one at the National Finals.

Set to be an exceptional golfing experience for golfers and fans alike, visit <https://www.facebook.com/CarlsbergMalaysia> to find out more about the campaign. 'Like' and 'Follow' @CarlsbergMY on Facebook and Instagram for the latest activities and giveaways.

At Carlsberg Malaysia, we advocate responsible consumption, always remember if you drink, don't drive – **#CELEBRATERESPONSIBLY**.

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About Carlsberg Malaysia Group

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, and regional presence via exports.

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 and Wheat. Our international premium brews including France's premium beers 1664 BRUT, 1664 Blanc and 1664 Rosé, as well as iconic first beer of Japan, Sapporo Premium Beer, European cider Somersby, British-inspired Connor's Stout Porter and US award-winning craft beer Brooklyn Brewery as well as Tuborg Strong. Our local brands include SKOL, Royal Stout and Nutrimalt. Our products are for non-Muslim consumers aged 21 and above in Malaysia or aged 18 and above in Singapore. Please **#CELEBRATERESPONSIBLY** – if you drink, don't drive!

Our 640 performance-driven employees are guided by our Purpose of *Brewing for a Better Today and Tomorrow* and we are committed to delivering on our ESG programme of Together Towards ZERO and Beyond in our quest to achieve net zero carbon emissions throughout our value chain by 2040. Find out more at www.carlsbergmalaysia.com.my

供即时发布

新闻稿 17/2024

2024 年 6 月 13 日

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备受期待 **Carlsberg** 经典高尔夫球赛开打 奖品总值 270 万令吉

2024 年 Carlsberg 经典高尔夫球赛共 32 场，将为 3600 名球手带来前所未有的精彩高尔夫体验

（莎亚南 2024 年 6 月 13 日讯）Carlsberg 经典高尔夫球赛（Carlsberg Golf Classic）强势回归，再度巩固其作为全马最大型、最长久业余高尔夫球赛系列的地位。这项赛事享有盛誉，继续成为最受追捧的业余高尔夫球赛，今年的赛事准备了总值 270 万令吉的丰富奖品。

通过 Carlsberg 经典高尔夫球赛，业余球手有机会进入高尔夫界，并在赛场内外尽情交流、尽享好玩比赛的同时，也能畅饮他们最喜爱的啤酒。从 2024 年 6 月至 10 月，Carlsberg 经典高尔夫球赛将在全国 32 家高尔夫球俱乐部举办，分别寻找 32 名净杆冠军、总杆冠军。今年的赛事于 6 月 15 日开球，首场赛事位于檳城 Bukit Jawi Golf Resort，为充满震撼精彩竞赛、杰出体育精神的赛季拉开帷幕。

马来西亚 Carlsberg 集团董事经理葛利尼（Stefano Clini）说道，“能够再度举办 Carlsberg 经典高尔夫球赛，马来西亚 Carlsberg 集团对此感到兴奋不已。此赛事不仅弘扬竞技精神，也汇集高尔夫爱好者，为他们献上一系列#BestWithCarlsberg 美好高尔夫体验。我们期待迎来又一年的成功经典赛事，有精彩的高尔夫球比赛、深厚的友情，当然还有我们优质的啤酒，共享美好时光。”

为了提升赛事声望，马来西亚 Mercedes-Benz 继续大力支持并赞助两辆 Mercedes-Benz EQA，作为全国总决赛一杆进洞奖品，每辆价值 29 万 6888 令吉，华丽精致，彰显赛事秉持承诺，为参赛者带来无与伦比的丰盛奖品。

在资格赛阶段，参赛球手将为各种丰富诱人奖品比拼，包括价值 1490 令吉的 TaylorMade Sport Modern 高尔夫球包及搭配售价 7600 令吉的 TaylorMade Q1 Diamana Blue Irons 球杆套装、价值 5000 令吉的 adidas Dress Like a PRO 套装。除此之外，还有价值 3170 令吉的 Garmin R10 便携式高尔夫球发射显示器，以及一年分量的 Carlsberg 啤酒。

另外，Carlsberg 经典高尔夫球赛也很荣幸欢迎两家新赞助商：Vespa 及 Le Botanical。Vespa 大方赞助两份经典奖品，即价值 1.99 万令吉的 Vespa Primavera，让在 32 轮资格赛中一杆进洞的球手带走，以及价值 2.05 万令吉的 Vespa Sprint，作为全国总决赛一杆进洞奖品。



此赛事将为高尔夫球手和球迷带来前所未有的别致体验，浏览 <https://www.facebook.com/CarlsbergMalaysia> 了解更多。打开脸书及 Instagram 按赞跟踪 @CarlsbergMY，以获知最新活动及好康送出。

马来西亚 Carlsberg 集团提倡理性饮酒，时时刻刻牢牢记住“酒后不开车，平安到永久”！
#CELEBRATERESPONSIBLY

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关于马来西亚 Carlsberg 集团

马来西亚 Carlsberg 集团 (Carlsberg Brewery Malaysia Berhad) 于 1969 年 12 月成立，是一家灵活酒商，业务遍布马来西亚和新加坡，并在斯里兰卡一家酒厂持有股份，也通过出口市场扩大区域范围。

本集团旗下国际品牌组合包括堪称全球最佳啤酒——Carlsberg Danish Pilsner、Carlsberg 顺啤 (Carlsberg Smooth Draught)、Carlsberg Special Brew 及 Carlsberg Alcohol Free Pilsner and Wheat，还有法国优质啤酒 1664 BRUT、1664 Blanc 及 1664 Rosé、日本首个啤酒 Sapporo Premium Beer、欧洲苹果酒 Somersby、英伦式 Connor's Stout Porter、美国屡获殊荣精酿啤酒 Brooklyn Brewery，以及 Tuborg Strong。本地品牌包括 SKOL、Royal Stout、Nutrimalt。本集团旗下产品仅供马来西亚年龄 21 岁以上、新加坡年龄 18 岁以上的非穆斯林消费者饮用。理性饮酒，你我有责，时时刻刻牢牢记住“酒后不开车，平安到永久”！**#CELEBRATERESPONSIBLY**

我们拥有 640 名员工，皆以绩效为驱动力，并秉承“酿造更美好的今天和明天” (Brewing for a Better Today and Tomorrow) 宗旨，我们致力于实施“共同迈向并超越零目标” (Together towards ZERO and Beyond) ESG 计划，以实现到 2040 年全价值链净零碳排放目标。敬请浏览 www.carlsbergmalaysia.com.my 了解更多。