

## Celebrate Prosperity, Cheers Together with Carlsberg for a Fiery, Gold OXpicious Year Ahead!

Carlsberg's 2021 Chinese New Year consumer promotion offers exclusive rewards including Limited-Edition 3-Litre Carlsberg Red Bottles, Carlsberg Luggage Bags, Poker Sets, Board Game, RM100 cash ang pau, eWallet credits and more!

Shah Alam, 22 December 2020 – Wishing beer lovers a prosperous and better times ahead, Carlsberg Malaysia launched its Chinese New Year campaign themed **'Celebrate Prosperity, Cheers Together'** in celebration of Year of the Golden Ox. Carlsberg is upping the festivities with auspicious hues of flaming red and fiery gold, stemming from Carlsberg Danish Pilsner and Carlsberg Smooth Draught bottles and cans, which features the Golden Ox to symbolise resilience and persistence as we welcome a better year ahead.

From 28 December 2020 till 14 February 2021, consumers can win exclusive merchandise such as the Carlsberg Poker Set, Carlsberg-branded 20" luggage bag, limited-edition Carlsberg board game, RM100 cash ang pau, Touch 'n Go eWallet credits, premium WMF cutlery set, and more! Elevating the festive spirit with greater innovation, Carlsberg brings back the well-acclaimed 3-litre Carlsberg bottles in elegant red and gold at a grandeur 48cm height to be won across all participating outlets nationwide for their beer purchases.

"We are grateful for the good progress the nation had made and we call all Malaysians to continue striving for better times ahead. Ushering in the year of the Golden Ox, we wish our consumers prosperity and good luck with bright red and gold across Carlsberg Danish Pilsner and Carlsberg Smooth Draughts cans and bottles. Carlsberg's 'Celebrate Prosperity, Cheers Together' campaign also features an energetic Golden Ox in our limited-edition festive packaging as we remain resilient and hopeful for a better year in 2021", said Stefano Clini, Managing Director.

"To help our consumers celebrate and usher a better year CNY, our nationwide campaign offers rewards in the form of cash, eWallet credits and money-can't-buy premiums to uplift spirits. Consumers can get their hands on limited-edition prizes that we specially crafted for better beer moments including exclusive poker sets, board games, premium luggage bags, including more than 2,600 CNY festive-edition 3-litre Carlsberg red bottles and more to welcome an OXpicious 2021!", added Clini.

Shoppers who purchase any two cartons of Carlsberg Danish Pilsner or Carlsberg Smooth Draught and a carton of any premium brands (Somersby, 1664 Blanc or Asahi) at participating supermarkets and hypermarkets and 99 Speedmart can redeem the Carlsberg luggage bag and be in the running to win a 3-litre red bottle. To complement homecooked CNY dishes, redeem a WMF cutlery set worth RM60 when you purchase any six sets of 4-can pack or a carton of 1664 Blanc, Asahi or Carlsberg Special Brew.

For consumers enjoying big bottles of Carlsberg Danish Pilsner and Carlsberg Smooth Draught, there is a whopping RM3.5 million worth of prizes waiting for them to cart home this Chinese New Year! All they need to do is to make sure they check underneath the bottles caps of these big bottles of beer they buy at participating food courts and coffee shops. Whilst standing a chance to win the Grand Prize of 3-litre red bottle or a RM 100 cash ang pau, they can collect eight bottles caps to instantly redeem a Carlsberg can-shaped lighter which comes in two collectible designs.

For beer lovers who enjoy a game of cards and poker, they can redeem Carlsberg's limited-edition playing cards and stand a chance to win an exclusive Carlsberg Poker Set or a 3-litre red bottle when they visit participating bars and restaurants.

For purchases at selected convenient stores near you, Carlsberg is rewarding you with up to RM88 Touch n' Go eWallet credits when you buy RM28 worth of Carlsberg Malaysia products.

In the mood for online shopping? Head over to Carlsberg's official stores on Lazada and Shopee and purchase CNY bundles that comes with the limited-edition Carlsberg CNY board game! Each bundle comprises a 6-pack of Carlsberg Danish Pilsner cans, a 6-pack of Carlsberg Smooth Draught cans, a 4-pack of 1664 Blanc cans, a 4-pack of Somersby Apple cans and a 4-pack of Asahi cans, which comes FREE with a limited-edition Carlsberg CNY board game which is perfect for enjoyable times with loved ones at home. On top of that, you can also stand to win the 3-litre Carlsberg red bottle for that added celebration!

If you are stocking up this CNY at participating super- and hypermarkets, do not miss the OXpicious CNY Game by Carlsberg happening at selected locations starting 16 January nationwide. Like and Follow CarlsbergMY on Facebook for the latest updates as there will be OXpicious prizes up for grabs!

For more information on all ongoing CNY promotions or events, visit [www.carlsberg.com/en-my](http://www.carlsberg.com/en-my). Be sure to 'Like' and 'Follow' CarlsbergMY on Facebook at [www.facebook.com/CarlsbergMY](https://www.facebook.com/CarlsbergMY) for the latest updates!

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Incorporated in 1969 and listed on the Main Board of Bursa Malaysia Securities Berhad, Carlsberg Malaysia is part of Carlsberg Group with regional investment in Singapore and Sri Lanka. Our flagship brand – Carlsberg – is one of the best-known beer brands in the world whilst Kronenbourg 1664 Blanc, Somersby, Asahi Super Dry, Connor's Stout Porter are among the key premium brands in Malaysia. Approximately 600 people work for the Company, selling our products in a responsible manner and business managed sustainability.

Find out more at [www.carlsbergmalaysia.com.my](http://www.carlsbergmalaysia.com.my)

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## 与 Carlsberg “红红火火，齐饮齐胜” 迎接金牛年！

Carlsberg 在来临的农历新年送你好康 - 限量版红红火火 3 公升大瓶装酒 3、行李箱、扑克套装、桌游、100 令吉现金红包、电子现金等！

沙亚南 22 日讯 - 为了陪同啤酒爱好者一起期待更吉祥、更美好的时光，马来西亚 Carlsberg 集团以“红红火火，齐饮齐胜”为主题，开启金牛年的促销活动。所谓新年新气象，配合佳节，Carlsberg 特别推出了 Carlsberg (Danish Pilsner) 及 Carlsberg 顺啤 (Smooth Draught) 金牛年版包装，无论罐装或瓶装都添上了鲜红金黄的吉祥色彩，再配上金牛标志，象征坚持不懈的韧性，迎接更美好的一年！

从 2020 年 12 月 28 日至 2021 年 2 月 14 日，享饮 Carlsberg 的朋友将有机会赢取独家周边商品，包括 Carlsberg 扑克套装、20 寸的 Carlsberg 行李箱、限量版 Carlsberg 桌游、100 令吉现金红包、Touch 'n Go eWallet 电子现金、精致的 WMF 餐具套装，还有等等的好康！为了增添新年气氛，48 厘米超高人气的限量版 Carlsberg 红红火火 3 公升大瓶装酒，将以鲜红金黄重新亮相。只要在参与的销售处购买 Carlsberg 啤酒，您就有机会把它带回家！

马来西亚 Carlsberg 集团董事经理葛利尼表示：“我们很庆幸马来西亚经历了许多积极进展，我们呼吁全马人民继续同心协力创造更美好的明天。为了欢庆金牛年，我们以鲜红金黄为主的 Carlsberg 及 Carlsberg 顺啤包装，祝贺所有 Carlsberg 的消费者吉祥如意、大吉大利。配合 Carlsberg “红红火火，齐饮齐胜” 的新年促销活动，我们也在限量版的新年版包装配上金牛标志，启发我们在 2021 年里保持韧性，怀着希望迎接更美好的一年。”

葛利尼补充说：“为了让消费者度过欢乐的新年，我们在全国各地展开促销活动，并以现金、电子现金及独家赠品回馈消费者。他们有机会赢取丰富限量版奖品，包括扑克套装、行李箱、桌游，还有超过 2600 支新年限量版红红火火 3 公升大瓶装酒。这些奖品都是我们为更美好的喝酒时光而特制的，以让金牛年喜庆洋洋！”

凡在参与此促销活动的超级及霸级市场或 99 Speedmart 连锁便利店购买任何 2 箱 Carlsberg 或 Carlsberg 顺啤，以及 1 箱 Somersby 或 1664 Blanc 或 Asahi 的消费者，不但可以换取 Carlsberg 行李箱，还有机会赢取 3 公升红瓶装酒。购买任何 6 份四罐装，或一箱 1664 Blanc 或 Asahi 或 Carlsberg Special Brew，即可换取价值 60 令吉的 WMF 餐具套，在家享用春节佳肴。

此外，总值 350 万令吉的奖品等着喜爱享饮 Carlsberg 大瓶装的朋友们来赢取！只要在指定美食中心及咖啡店购买 Carlsberg 及 Carlsberg 顺啤大瓶装，查看瓶盖底部，即有机会赢取红红火火 3 公升大瓶装酒的大奖或 100 令吉现金红包。消费者也可以收集 8 个大瓶装的瓶盖，以便换取 Carlsberg 精致罐型打火机，共 2 种款式让您选。

喜爱玩牌或扑克游戏的消费者，只须到指定酒吧或餐厅，就可换取限量版 Carlsberg 扑克牌，并有机会赢取独家 Carlsberg 扑克套装或红红火火 3 公升大瓶装酒。

在附近的便利店购买总值 28 令吉的马来西亚 Carlsberg 集团旗下产品，Carlsberg 就通过 Touch n' Go eWallet 给您高达 88 令吉的电子红包。

若您是网购控，立即到 Carlsberg 于网购平台 Lazada 及 Shopee 的官方旗舰店购买 Carlsberg 新年配套！每个配套包含 6 罐装的 Carlsberg、6 罐装的 Carlsberg 顺啤、4 罐装的 1664 Blanc、4 罐装的 Somersby Apple 及 4 罐装的 Asahi，还附送一套限量版 Carlsberg 新年桌游，好让您和亲朋好友增进感情，共度美好时光。您甚至有机会赢取红红火火 3 公升大瓶装酒，让您在新的一年里兴、旺、发！

如果您将到有参与此促销活动的超级及霸级市场买酒庆祝佳节，别错过于 1 月 16 日起在指定商店所进行的 Carlsberg 红红火火游戏（OXpicious Game）。记得打开脸书点赞及关注 CarlsbergMY 以获知最新消息，还有许多丰富奖品等您来赢取！

更多关于 Carlsberg 新年促销活动的资讯，欢迎浏览 [www.carlsberg.com/en-my](http://www.carlsberg.com/en-my) 或关注 Carlsberg 官方脸书 [www.facebook.com/CarlsbergMY](http://www.facebook.com/CarlsbergMY)

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