

FOR IMMEDIATE RELEASE

Press Statement 14/2019

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Celebrate Probably The Best Harvest Season When You POP & Win with Carlsberg and Carlsberg Smooth Draught

Home karaoke sets, brewery trip, audio accessories and beers up for grabs from April to June!

Shah Alam, 1 April 2019 –The catchy Carlsberg Smooth Draught’s “POP” sound is music to one’s ears whenever one pops open a bottle. With its latest “POP & WIN” promotion from April to June, Carlsberg Smooth Draught rides on the rhythm of music and keeps one in tune with its cool limited-edition home karaoke sets and audio accessories giveaway. Exclusively for Sabah and Sarawak, the brewer rewards beer lovers a chance to experience a brewery tour with three friends!

Carlsberg Smooth Draught wishes Sabahans “*Kotobian Tadau Tagazo Do Kaamatan*” and Sarawakians “*Selamat Hari Gawai, Gayu Guru Gerai Nyamai*” this Harvest Season by offering consumers something extra special to look forward to when they enjoy their beers with friends and family.

Five lucky winners will stand a chance to WIN the Grand Prize of an Exclusive Home Karaoke Set worth RM10,000 OR be one of the 15 winners to experience a 3D2N all-expense paid VIP Brewery Tour to Carlsberg Malaysia in Shah Alam with three friends, inclusive of flight, accommodation and transportation.

Winners can have fun and sing their hearts out with family and friends in the comfort of their homes with the karaoke set OR ex-beer-ience VIP hospitality at Probably The Best Brewery Tour in Shah Alam as they are chauffeur-driven to their destination and given a guided tour to indulge in a beer sensory trip to remember!

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.

To redeem cool gadgets, one can get a FREE Carlsberg Smooth Draught can-shaped Bluetooth speaker with every purchase of a 1l-can Carlsberg Smooth Draught 320ml pack in super- and hypermarkets in the month of May.

Also, don't miss out on the chance to win a wireless earpiece when you buy RM15 worth of Carlsberg Smooth Draught in bottles or cans at participating convenience stores OR when you purchase two buckets of Carlsberg Smooth Draught pints (325ml) from pubs, bars and restaurants.

And to complete the festivities, participate in "Probably The Best Harvest Nights" with Carlsberg at participating outlets in Sabah. Held throughout the month of May, it will be a night of good music and great beers! Stay tuned to CarlsbergMY's Facebook page for upcoming locations.

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

About the Carlsberg brand

Probably the best beer in the world, Carlsberg is the flagship brand in Carlsberg Malaysia, a truly international beer brand available across 140 countries worldwide. The very first Carlsberg beers were brewed by Carlsberg's founder J.C. Jacobsen in Copenhagen, Denmark in 1847 whilst the first locally brewed Carlsberg in Malaysia was in 1972.

Carlsberg, with strong association with football, has been a tournament sponsor of the UEFA EUROs since 1988, is the official partner of Liverpool FC for the last 25 years and has partnerships with five major national teams including England.

For further enquiries, please contact:

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Incorporated in 1969, Carlsberg Malaysia is 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 Kronenbourg 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 及 CARLSBERG 顺啤即 POP 即赢与你 共度堪称最佳丰收节

四月至六月，家庭卡拉 OK 音响、啤酒厂之旅、音响产品以及啤酒待您赢取！

莎阿南 1 日讯 – 每当拉开 Carlsberg 顺啤瓶盖，就会发出悦耳的“POP”声。如今 Carlsberg 顺啤于四月至六月期间，给东马啤酒爱好者带来令人心醉的“即 POP 即赢”活动，好让他们可在家中享受醉心的音乐或与三位朋友齐体验一趟啤酒厂之旅。

Carlsberg 顺啤也藉此丰收佳节，祝福沙巴和砂拉越的朋友们“丰收节快乐”，与此同时，也让当地的消费者与亲朋好友举杯共饮之时，有若干值得他们特别期待的事与物。

消费者不仅有机会成为五位幸运儿之一，赢取价值 RM10,000 的大奖，即一套卡拉 OK 音响，亦有机会成为 15 位啤酒厂幸运贵宾之一，并可偕同三位朋友飞往马来西亚 Carlsberg 集团位于莎阿南酒厂，进行一趟 3 天 2 夜，机票、住宿及交通全包的啤酒厂之旅。

有了一套卡拉 OK 音响，得奖者就可以在家里与亲朋戚友尽情欢唱。若赢得堪称最佳啤酒厂之旅，得奖者即可与朋友飞往莎阿南，体验贵宾级的专车接送、专人导览的俏啤礼遇，享受一场难忘的啤酒感官之旅！

当消费者畅饮大瓶装 Carlsberg (640 毫升) 或 Carlsberg 顺啤 (580 毫升) 之时，只需收集 Carlsberg 的“WIN [啤酒花] 2019”瓶盖及 Carlsberg 顺啤的“POP & WIN”瓶盖，即可赢取奖品！由四月至五月期间，凡在参与的咖啡店、美食中心及小贩中心消费，享饮 Carlsberg 或 Carlsberg 顺啤，并收集 24 个瓶盖，即可兑换一套酷炫蓝牙耳机或收集 12 个瓶盖亦可兑换一罐免费的 320 毫升 Carlsberg 顺啤。

于 5 月期间，前往超级或霸级市场购买 11 罐装的 320 毫升 Carlsberg 顺啤，即可免费获得酷炫的周边商品- 一个 Carlsberg 顺啤罐模型的蓝牙扩音器。

同时，凡在参与的便利店购满 RM15 的 Carlsberg 顺啤瓶或罐装，即有机会赢取一个蓝牙听筒，或在酒廊、酒吧及餐厅购买两桶 Carlsberg 顺啤 (325 毫升)，即有机会获取一个蓝牙听筒。

为了让佳节更圆满，可到沙洲参与销售处所举办的 Carlsberg “堪称最佳丰收之夜”。这项充满音乐与啤酒之夜，即将在整个五月份引爆！敬请关注 CarlsbergMY 的脸书专页，跟进最新举行地点。

关于更多详情及条件与规则，请查阅 www.facebook.com/CarlsbergMY 或浏览 www.probablythebest.com.my.

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