

FOR IMMEDIATE RELEASE

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ENJOY CARLSBERG AND CARLSBERG SMOOTH DRAUGHT TO WIN ‘PROBABLY THE BEST PARTY’ OF THE YEAR!

50 lucky winners to host awesome bash with 80 friends for once-in-a-lifetime ‘ex-beer-ience’ compliments of Carlsberg!

Petaling Jaya, 9 November 2018 – Guests and media had a first-hand experience of “Probably The Best Party” held at The Roof on 9th November 2018 brought exclusively by “Probably The Best Beer In The World”, Carlsberg, as a sneak peek of the much anticipated and exciting First Prize win offered for this promotional campaign.

Just as guests and media were feted to an amazing and tantalising night of food, beers and entertainment for this one-of-a-kind experience, likewise, each of the 50 lucky winners will be playing host to “Probably The Best Party” with 80 of their friends at a venue of their choice to pick from within the participating outlets and a preferred theme ALL on Carlsberg.

Replicating the ambience and party vibes of the five themes that the winners can choose from, either Oriental, Kollywood, German, Sports or Karaoke Party, The Roof, celebrating its 5th Anniversary, was transformed into an awesome venue of grandiose, each depicting the distinct themes, promising the winners a party of a lifetime to celebrate with their friends!

It was all fun and excitement at the Oriental Party at Ye Zi Restaurant while the upbeat and pulsating music at the Kollywood Party got everyone moving and gyrating to the beat at Ballers. The ambience at the German Party held at Signature was merry and lively as guests grooved to the performance of the Live Band. The Sports Party, at SCORE, had a different atmosphere, assuming a typical night out at the pub while in Play, the Karaoke Party had guests showing off their vocal skills!

Guests relished in the respective party theme performances that brought the scene alive such as the Chinese Drum, Diabolo, Oriental Pole Dance and Dholl Performances, the German Chicken Dance, the Sports Dance Performance and the outstanding performance by Mad August.

And to keep the party going, interactive fun activities like the Loudest POP Challenge, Dance Challenge, Giant Stein Challenge, iDarts Competition and singing along with the Top Ten Artistes, ensured guests were totally entertained! Not to mention, complemented by the sensational DJs Aria, Rimka and Mizzkiya who skilfully got guests involved and energised!

Guests were also feted to an array of sumptuous snacks and canapes inspired by each theme to encapsulate the feel and mood.

Till date, there are already three lucky First Prize winners, each from Ipoh, Johor Bahru and Seremban, who will be partying with 80 of their friends at “Probably The Best Party” ever in the coming weeks!

It was a wonderful belated gift for Ng Kiang Soon from Ipoh. “I’m so glad to win this opportunity to host a party for my wife who will be celebrating her birthday and for my friends who are Carlsberg lovers,” he enthused.

Never in his wildest dreams did Ngang Teng Siong think he would have the chance to host a party for 80 friends for free! Sharing his excitement, he said, “I was overjoyed when I noticed that my bottle cap had “Party Malaysia 2018” when I was out enjoying Carlsberg beers with my buddies,” who hails from Negeri Sembilan.

As for Tan Ah Hee from Johor, who is a Carlsberg beer lover and has been one for 20 years, winning “Probably The Best Party” prize was the ultimate reward. According to him, “I have won exclusive merchandise during Chinese New Year and the recent football campaign. But this was the highlight of the year,” adding that he has chosen the Oriental theme to celebrate his son’s and wife’s birthday which is coming up soon.

This promotional campaign runs till end November and there are also three Grand Prize winners who will each enjoy an all-expense paid trip with five friends for “Probably The Best Winter Party” in Copenhagen, Denmark.

Grab your chance to win “Probably The Best Party” by checking the inside of the bottle caps of big bottles when you enjoy Carlsberg or Carlsberg Smooth Draught at participating coffee shops and food courts. Or check your Gift Cards at participating bars and pubs when enjoying beer nights with your buddies and be a lucky winner!

For those getting beers from supermarkets, hypermarkets and e-Commerce platforms, the Gift Card is located in the inner panel of the Carlsberg or Carlsberg Smooth Draught 6-can pack. The Gift Card is available for purchases of RM15 and above at convenience stores.

Don’t miss out on this lifetime chance to host “Probably The Best Party” ever for FREE!

For more info, follow us on 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.

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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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畅饮 CARLSBERG 与 CARLSBERG 顺啤赢取年度 ‘堪称最佳派对’ ！

50 位幸运儿可与 80 朋友共度一场毕生难忘的 ‘俏啤’ 派对 ，全场由 Carlsberg 全情赞助！

八打灵再也 9 日讯 – 受邀嘉宾与媒体朋友率先于 11 月 9 日，前往 The Roof 抢鲜体验由 ‘堪称全球最佳啤酒’ Carlsberg 独家呈献的 ‘堪称最佳派对’ ，第一时间抢先体会促销活动首奖得主开派对的激情。

受邀嘉宾与媒体朋友在当晚就享受了 50 位幸运得奖者一样的待遇，体验了一个充满惊喜的晚上，品尝了香气四溢的佳肴、喝足了香醇美酒、观赏了精彩的娱乐，尽享无限欢乐的一夜。Carlsberg 让 50 位幸运得奖者邀请 80 朋友，在他们选择的参与销售处，以他们心仪的主题，办一场激情十足 ‘堪称最佳派对’ ，全场费用由 Carlsberg 全情赞助。

当晚弥漫着浓烈的主题派对氛围，并提现出鲜明的主题，例如：中国风、考莱坞、德国风情、运动派对及卡拉 OK 主题派对。巧合迎来 5 周年的 The Roof，被改造成了一个令人敬畏的宏伟场所，每个场景都描绘了不同的主题，向幸运得奖者提供难得与朋友庆祝派对的独特经验。

化身为中国风派对主场的椰子餐厅，溢满欢乐与激情。而被打造成考莱坞主题的 Ballers 现场，也充满劲歌热舞，令在场者都情不自禁地舞动。至于在 Signature 参与德国风情主题派对的来宾们，则沉醉于现场乐队呈献的美歌妙乐之中。踏入 SCORE，即可体验独特而且活力十足的运动派对。来到 PLAY 的卡拉 OK 派对现场，又仿如回到了今宵且高歌的典型欢聚，让来宾们齐聚一堂大展歌喉！

来宾们在中国风派对场合，观赏了精彩的中国鼓乐、扯铃和唯美中国风钢管舞；走入考莱坞主题现场，则体验震撼的多尔鼓和印族舞蹈表演；到德国风情派对主场，就迎来活泼的闻鸡起舞和享受乐队美妙的即席表演；身在运动派对，就领略了动力十足的运动舞蹈和活力项目；以及莅临卡拉 OK 派场地，即可感受 Mad August 乐队燃爆现场的激情演出。

现场还有连串的趣味互动游戏，包括最响亮的 POP 声挑战、舞林大战、啤酒巨壶挑战、电子飞镖比赛以及和十大艺人一起高歌等，令现场激情不断，使来宾一夜尽欢！现场也获得著名唱片骑师 Aria、Rimka 及 Mizzkiya 助兴，她们的超群技艺激活了来宾的热情！此外，来宾也获款待迎合主题的丰盛小食和开胃菜，满足了感官和味蕾享受。

截至今日，已经有三名幸运首奖得主出炉了，他们分别来自怡保、新山及芙蓉。而他们也即将在来临的几个星期内，与各自的 80 位朋友开一场难忘的 ‘堪称最佳派对’ ！

对来自怡保的王康顺而言，这无疑是一个美好的迟来礼物，他兴奋地说：“我很高兴赢得这份奖，让我有机会替老婆开个生日派对，与都是喜爱 Carlsberg 的朋友们一同欢庆。”

来自森美兰的颜登洋则做梦也没想到，自己竟然有机会与 80 位朋友开派对，而且是完全免费的！按耐不住兴奋的他分享说：“我和朋友畅饮 Carlsberg 啤酒时，一发现瓶盖出现 “Party Malaysia 2018” 的字眼，便高兴得跳了起来。”

已经喝了 20 年 Carlsberg 的柔佛人陈垂喜，最终他的喜好有了最佳回报，让他赢得了 “堪称最佳派对” 的首奖。据他说：“我也曾在华人农历新年和刚过的足球活动赢得独家周边商品。但这一次，可说是今年的高潮。” 他表示即将在不久后，为太太和孩子开一场中国风的生日派对。

这项促销活动由即日起至 11 月尾结束，并献出三份巨奖，让三位巨奖得主与 5 位朋友同行，飞往丹麦哥本哈根享受一场费用全免 “堪称最佳冬季派对” 。

当你前往参与的咖啡店和美食中心畅饮 Carlsberg 或 Carlsberg 顺啤时，切莫忘记检查大瓶装的瓶盖，以赢取一场 “堪称最佳派对” 。而当你与三五知己前往参与酒吧和酒廊小酌时，也请记得检查你的礼卡，以获得幸运之神的眷顾！

至于在超级市场、霸级市场及电商平台购买 Carlsberg 时，请检查 Carlsberg 或 Carlsberg 顺啤 6 瓶装的包装内侧，礼卡就附置在里面。而前往便利商店购买 RM15 及以上，也将获得一张礼卡。

别错失前所未有的机会，以开一场毕生难忘的 ‘堪称最佳派对’ ，而且完全免费！

欲了解更多详情，请跟随 www.facebook.com/CarlsbergMY 或浏览 www.probablythebest.com.my

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