

FOR IMMEDIATE RELEASE

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## The ‘Connor’s Challenge’ Promises Satisfaction Guaranteed Consumers Enjoy a “Just Made Right” Experience by Connor’s Stout Porter

**KUALA LUMPUR, 21 April 2017** — Ever expected a Michelin Star candlelit dinner but got takeaway instead? Expected a five-star hotel experience but received a no-frills service apartment. Wanted to watch a thriller only to be disappointed with a sappy romance plot? Sometimes we don’t get the experience we expect. Instead of proclaiming something with ‘more’, Connor’s Stout Porter promises to deliver an experience that’s ‘Just Made Right’ with a nationwide campaign titled ‘Connor’s Challenge’ from 17 to 30 April 2017.

Delivering the brand’s promise ‘*Just Made Right*’ experience, the ‘Connor’s Challenge’ campaign promises satisfaction guaranteed when you enjoy Connor’s Stout Porter or your money back. Enjoy Happy Hour All Night Long, if you like Connor’s Stout Porter or Money back guarantee on your first full glass or half glass. The premium draught stout put all cards on the table. No fine print, no hidden charges - just a truly satisfying and unpretentious experience.

“The double-digit growth in Connor’s Stout Porter tells us that stout fans love it! The brand’s tagline ‘*Just Made Right*’ embodies the essence of the brew – brewed locally for greater freshness with the right ingredients to deliver a crisp texture, creamy head and gentle roasty undertones. Bringing the tagline to live, the ‘Connor’s Challenge’ activation is set to deliver our brand promise of satisfaction guaranteed from a refreshing pint of Connor’s Stout Porter,” Lars Lehmann, Managing Director of Carlsberg Malaysia shared at the media engagement at O’Galito, Pavillion KL.

“Inspired by the original British Stout Porter recipe from the 1700’s, Connor’s Stout Porter is a premium draught stout that is brewed with a unique balance, topped with a creamy head. It’s a brew made with our drinkers in mind – balanced taste, flavourful aroma making it satisfying and easy to drink. For those who have not tasted Connor’s Stout Porter, I invite you to take the Connor’s Challenge,” he added.

The first week of the Connor’s Challenge was anything but pretentious. The brand delighted onlookers with its first of its kind flash mob with six dancers drawing attention from

unsuspecting passerbys at Pavillion, TREC in the Klang Valley and Sutera Mall, Skudai Johor on 21 April and Changkat Bukit Bintang in the Klang Valley, Gurney Paragon and Gurney Plaza, Georgetown Penang and Jonker Street, Malacca on 22 April. In creating more hype on the Connor's Challenge, 15 Connor's Brand Ambassadors wearing the Connor's Challenge T-Shirt roved around selected Key Market Squares, pulling the public to participate in the Connor's Challenge.

For those who missed out, fret not! Join us for the 'Connor's Challenge' from now till 30 April at participating outlets for your satisfaction guaranteed or money back! Visit our key market squares at Pavillion and Changkat Bukit Bintang in the Klang Valley, Gurney Paragon and Gurney Plaza, Georgetown Penang and Sutera Mall, Skudai Johor on 28 April and Jonker Street, Malacca on 29 April.

It gets better - catch one of our roving Connor's Brand Ambassadors, take a selfie, nominate your friends on social media and snag yourself a limited-edition t-shirt immediately. Done it, love it!

For more information on Connor's Challenge activation, please visit [www.facebook.com/ConnorsMY](http://www.facebook.com/ConnorsMY)

**About Connor's Stout Porter**

Introduced to the Carlsberg portfolio back in 2009, Connor's Stout Porter is a recipe recreated by our Master Brewer that was inspired by the original Stout Porter, in draught with 5% ABV, delivering the same perfect balance of bitterness and robustness that made it a popular choice among the British in the 1700's. Locally brewed to preserve its freshness, Connor's Stout Porter delivers a crisp texture, creamy head and gentle roasted undertones – a brew just made right for the everyday drinker.

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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, Somersby, Asahi Super Dry 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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## 接受 Connor's 挑战 ( Connor's Challenge ), 包你称心满意 Connor's Stout Porter 让消费者享受“称心满意”体验

**吉隆坡 7 日讯** – 是否曾经期待米其林星级烛光晚餐，结果只吃了外卖？希望享受五星级酒店住宿，结果只能入住朴素无华的服务公寓。想看一场惊悚电影，结果看了一齣肉麻爱情戏？我们总有无法如愿以偿的时候。与其总是期待‘多一点’，不如让 Connor's Stout Porter 确保你‘称心满意’的体验。Connor's Stout Porter 黑啤邀你参加全国促销活动的 Connor's 挑战 ( Connor's Challenge ), 享受‘称心满意’体验, 从 4 月 17 日至 30 日，于所有参与的餐饮中心。

为了呈现‘称心满意’的宗旨，‘Connor's 挑战’启动了的满意保证，否则原银奉还。Connor's 黑啤确保你满意‘Connor's Stout Porter’的快乐时光，否则将全额退还您的首杯（500ml）或首半杯（250ml）Connor's 黑啤的钱。Connor's Stout Porter 开诚布公，没有附带额外条款，也没有隐藏收费 – 唯有真正的满足感和体验。

马来西亚皇帽集团董事经理雷盟在柏威年购物中心的 O'Galito 与媒体交流时说：“Connor's Stout Porter 去年取得双位数的增长，已经说明了它深受黑啤酒爱好者的喜爱！它的精华就恰如其标语一样‘称心满意’。Connor's Stout Porter 备有畅爽口感、淡淡的香烤滋味，是实实在在酿制而成的黑啤。为了将标语付诸实践，因而推介了‘Connor's 挑战’活动，以展示品牌的承诺，保证每一杯黑啤都会让你称心满意。”

他补充说：“Connor's Stout Porter 是采用以源自 1700 年的正宗英国波特黑啤酒秘方精心酿制而成。它的口味独一无二均，顶层带有绵密的泡沫，一尝就有种堪称完美的感觉。‘称心满意’的 Connor's Stout Porter 以饮客为尊，为他们提供均匀口味，香醇扑鼻，容易入口的畅饮满足感。至于还未品尝过 Connor's Stout Porter 的黑啤酒爱好者，我邀请你接受‘Connor's 挑战。”

‘Connor's 挑战’开始的首个星期，此活动将于 4 月 21 日在吧生谷的柏威年、TREC 以及柔佛士古来 Sutera Mall 并由 6 名舞者呈现独一无二、吸睛的快闪表演；4 月 22 日则移师至吧生谷 Changkat Bukit Bintang、檳城乔治市的 Gurney Paragon 和 Gurney Plaza，以及马六甲的鸡场街进行类似的表演。为了增添热闹气氛，我们派出 15 名穿着 Connor's 挑战 T 恤的品牌大使在特定的商场游逛，邀请公众参与 Connor's 挑战。

如果您错过了以上活动，也别担心！你依然可以在各参与的酒吧及餐饮中心参加 Connor's 挑战，这项挑战由即日开始至 4 月 30 日，让你找到保证的满足感，否则原银奉还！同时，您也可以于 4 月 28 日前往吧生谷的柏威年和 Changkat Bukit Bintang、檳城乔治市的 Gurney Paragon 和 Gurney Plaza，以及柔佛士古来的 Sutera Mall 或 4 月 29 日前往马六甲的鸡场街再次欣赏以上所描述的精彩快闪表演。

最后每位参与活动的你，还有可能获得限量版的精美 Connor's 挑战 T-shirt 哦！您只需要在该活动品牌大使亲临的任何一间参与的酒吧及餐饮中心，在参加 CONNOR'S Challenge 活动后，并将你的饮后的美好体验或照片上传至脸书，再推荐你的朋友参与此挑战，那您就有机会获得此限量版的 Connor's 挑战 T-shirt 了。存货有限，先到先得！

关于跟多 Connor's Stout Porter 详情, 敬请浏览 [www.facebook.com/ConnorsMY](http://www.facebook.com/ConnorsMY)

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