

FOR IMMEDIATE RELEASE

Press Statement 20/2024

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## Connor's Stout Porter Unleashes the Ultimate *Good Times* Experience

**Join Connor's, the Makers of Good Times as we bring people, subculture and music together!**

SHAH ALAM, 25 July 2024 – Calling all stout enthusiasts and thrill-seekers! Get ready to elevate your evening rendezvous to new heights as Connor's Stout Porter, the iconic black brew and purveyor of good times, is back with more brilliance through its electrifying new campaign, “Connor's x YOU: Makers of Good Times.”

With a mission to empower consumers to be the architects of their own epic moments and a relentless focus on spontaneity and fun, the brand is set to revolutionise the way Malaysians experience good times. Elevating spur-of-the-moment mid-week gatherings to grand weekend blowouts, Connor's is fuelling the good times with a series of exhilarating experiences that will redefine the party scene.

Olga Pulyaeva, Marketing Director of Carlsberg Malaysia, expressed her enthusiasm for the campaign, stating, “We believe that every get-together, no matter how big or small, deserves to be memorable. **Connor's x YOU: Makers of Good Times** is more than just a campaign; it's an invitation for stout lovers to embrace the moment, create unforgettable memories, and experience the true essence of good times and we can't wait to see how Malaysians will make their mark.”

Prepare to be immersed in the heart-pounding energy of the legendary boiler room as Connor's transforms 16 local pubs and bars across Malaysia into pulsating dance havens. Brace for exhilarating beats, unrivalled energy, and an unforgettable journey through the heart of the dance music scene, curated by the country's most talented DJs.

But the fun doesn't stop there. Connor's is challenging stout lovers to master the art of the *Perfect Pour* and infectious *Shake Ritual* at these sessions as well. With every expertly poured pint and flawlessly executed shake, participants stand a chance to win Connor's merchandise.

And that's not all – to capture every single stunning detail of epic nights out with the gang from multiple angles, Connor's is giving away 200 Insta360 X4 bundle sets worth a staggering RM600,000 from now until 31 August! Simply purchase a half pint or can of Connor's Stout Porter for one entry or a full pint to double the chances of winning at over 900 participating outlets nationwide. Consumers can also join the contest by purchasing Connor's from participating supermarkets and hypermarkets or from e-commerce platforms such as Shopee, Panda Mart, and Grab. Each can purchased counts as one entry, and buying a four-can pack amounts to five entries, significantly increasing the chances of winning!



Partygoers who purchase a set of Connor's Stout Porter also stand to take home an Insta360 X4 bundle set which will be given away at the end of every one of these underground takeovers simply by taking a selfie or wifie at the Connor's Photobooth.

To cap off this amazing initiative, Connor's will be collaborating with Midnight Live to bring the underground party scene to life in three regions culminating at REXKL. Kicking off in Johor at YOLO Livehouse on 3 August, the tour will then head north to Fort Cornwallis in Penang on 17 August before bringing the house down across three stages at ShhBuuLee, Background and RXP+ in REXKL for a single night on 24 August.

So, are you ready to unleash your inner party animal and create good times that will be talked about for years to come? Grab a pint of Connor's Stout Porter, step into the spotlight, and let the good times roll!

To find out more and check out the list of participating outlets, visit <https://mgt.connorsstout.com/> or like and follow Facebook at <https://www.facebook.com/ConnorsMY/>.

All promotions and activities are open to non-Muslims aged 21 and above. When purchasing and enjoying Connor's, remember to **#CELEBRATERESPONSIBLY** – if you drink, don't drive!

– End –

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### About Carlsberg Malaysia

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. We also have a regional presence via exports to Hong Kong, Taiwan, Laos, Cambodia, and Thailand.

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. This Carlsberg trio is complemented by international premium brews including France's premium wheat beer 1664 Blanc, 1664 Rosé, Japan's Sapporo Premium Beer, European cider Somersby, British-inspired Connor's Stout Porter draught, and US award-winning craft beer Brooklyn Brewery as well as Tuborg Strong. Our local brands include SKOL, Royal Stout and Nutrimalt.

Our approximately 600-strong workforce sell our products in a responsible manner within our sustainability-driven business. Our products are for non-Muslim consumers aged 21 and above. Please **#CELEBRATE** RESPONSIBLY – if you drink, don't drive! Find out more at [www.carlsbergmalaysia.com.my](http://www.carlsbergmalaysia.com.my).

## Connor's Stout Porter 献上极致美好时光体验

Connor's 汇聚众人、亚文化、音乐，邀您一起成为美好时光创造者！

（**莎亚南 2024 年 7 月 25 日**）号召所有黑啤酒爱好者、刺激感追寻者，准备好为夜生活迎来新高度！标志性黑啤暨美好时光推广者 Connor's Stout Porter 大力回归，带来崭新市场活动 “**Connor's x YOU: Makers of Good Times**”，动感满满，与您共创美好时光！

该品牌秉持着使命，力挺消费者自造精彩时光，并以即兴和乐趣为主，从而打造大马人体验美好时光的方式。无论工作日即兴的相聚、周末的兴奋狂欢，Connor's 将助力于创造美好时光，并带来一系列振奋精彩体验，从而重新定义派对局面。

马来西亚 Carlsberg 集团市场总监奥加尔（Olga Pulyaeva）满怀热情地表示：“我们相信，每一个相聚时光，无论大小，都值得回忆。**Connor's x YOU: Makers of Good Times** 不仅仅是一个市场活动，更是邀请黑啤爱好者拥抱当下，创造难忘的回忆，并体验美好时光的真正精髓，为此我们迫不及待地要见证大马人留下印记。”

准备好沉浸于心脏怦然跳动的火热氛围当中，Connor's 将把全马 16 家酒吧酒馆转化为动感派对天地，跟随本地最才华横溢的 DJ 一起迎接令人振奋的节拍、无与伦比的能量，踏上难忘的舞曲之旅。

好玩的不止于此，Connor's 也将这些活动中，带来 Perfect Pour 及 Shake Ritual 比拼，挑战黑啤爱好者掌握好专业斟酒、完美摇晃的艺术，成功挑战者还可赢取 Connor's 周边产品。

不仅如此，为了让人们多角度拍下美好时光的每个精彩细节，Connor's 将从即日至 8 月 31 日，送出总值 60 万令吉的 200 份 Insta360 X4 套装！只需在全国 900 家有参与的商店，购买一小杯（half pint）或一罐 Connor's Stout Porter 以得到一次参赛资格，或购买一大杯（full pint）以获双倍得奖机会。消费者也可通过有参与的超级市场、大型市场，或电商平台 Shopee、Panda Mart 及 Grab，购买 Connor's 参加竞赛。每一罐购买为一次参赛资格，而每一份 4 罐装购买为五次参赛资格，大幅度增加得奖机会！

在举办活动的酒吧购买一套 Connor's Stout Porter 的派对参与者，也享有机会获得 Insta360 X4 组合套装，该奖品将在每场活动结束后送出，只需在 Connor's Photobooth 照相亭自拍或合影即可。

为此活动增添精彩的一笔，Connor's 将与 Midnight Live 合作，把地下派对搬上舞台并在三个地区呈现，并且以吉隆坡 REXKL 为总结。该派对将于 8 月 3 日于柔佛新山 YOLO Livehouse 首站为起点，随后于 8 月 17 日北上檳城康华丽堡（Fort Cornwallis），并于 8 月 24 日晚间登上吉隆坡 REXKL 的 ShhBuuLee、Background 及 RXP+ 三个舞台。



准备好释放你内心的派对动物，创造回味无穷的美好时光吗？那就来杯 Connor's Stout Porter，走进闪烁的灯光下，享受美好时光吧！

欲知更多详情及查看有参与商店名单，浏览 <https://mogt.connorsstout.com/>，或关注脸书专页 <https://www.facebook.com/ConnorsMY/>。

所有促销及活动仅开放给年龄 21 岁以上的非穆斯林人士。购买享用 Connor's，必得理性饮酒 —— “酒后不开车，开车不喝酒”！**#CELEBRATERESPONSIBLY**

-完-

欲获取更多资讯，请扫描以下二维码：



若有任何疑问，请联络以下人员：

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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拥有股份，也通过出口市场扩大区域范围，包括香港、台湾、老挝、柬埔寨、泰国。

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，还有法国优质小麦啤酒 1664 Blanc 及 1664 Rosé、日本 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。

我们拥有 600 多名员工，都以负责任方式销售产品，并在可持续发展的驱动下开展业务。本集团旗下产品仅供年龄 21 岁以上的非穆斯林消费者使用。理性饮酒，你我有责，时时刻刻牢牢记住“酒后不开车，开车不喝酒”！**#CELEBRATERESPONSIBLY**

敬请浏览 [www.carlsbergmalaysia.com.my](http://www.carlsbergmalaysia.com.my) 了解更多。