



FOR IMMEDIATE RELEASE

**PRESS
RELEASE**

CARLSBERG BRINGS ENDLESS FUN & MUSIC TO KK JAZZ FESTIVAL 2014

Kota Kinabalu, 14 June 2014 – Carlsberg is back for the 5th consecutive year as the official beer of the Kota Kinabalu (KK) Jazz Festival with a galore of international brands that keep the beers flowing on the tap while music is playing on stage. The two-day annual fund-raising music festival, held on 13th and 14th June 2014 at the Sutera Harbour Marina Golf and Country Club, saw a huge turnout of local followers and attracted a number of tourists.

This year's festival saw jazz lovers indulged in a diversity of music from Cuba, Italy, Indonesia and Malaysia, whilst enjoying a great brew in hand. There was a wide array of Carlsberg Malaysia products which were made available at the event, namely Carlsberg, Kronenbourg 1664, Kronenbourg 1664 Blanc, Somersby Apple and Pear ciders, Danish Royal Stout, Jolly Shandy and Nutrimalt. The music festival was yet another success and one of the most anticipated events in the Sabah Tourism calendar.

“Beer is the perfect partner for a music festival and Carlsberg is proud to bring its array of high-quality brewed beers to the KK Jazz Festival 2014, as the annual fund-raising jazz event raises money to help the community of Kota Kinabalu. It's a meaningful cause that we are proud to be associated with,” said Teoh Nar Teik, Carlsberg Malaysia's Regional Sales Manager of East Malaysia.

“We hope the festival has added colours to the Visit Malaysia Year 2014 and boosted tourism attractions for the state,” Teoh added.

Since its inception, Kota Kinabalu Jazz Festival has successfully raised funds for projects that include clean water project for villagers, literacy programme as well as environment protection programme.

This year's festival brought together a melting pot of musical talents with groups like Estudiantina Ensemble from Cuba, Mezzotono from Italy, Harry Toledo Covers from Indonesia and Yuta Tanaka from Japan, Jerome Rico & Mara Viola from Philippines and Malaysia's very own The Seasons 4 and Jive With Purpose also performed at the festival. Daphne Iking, a Sabahan herself, hosted the event.

About Carlsberg

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Carlsberg Brewery Malaysia Berhad was incorporated in December 1969. Today, it manufactures beer, stout and other malt related beverages. Sales and distribution of beer, stout, cider, wines, spirits and other beverages are done via subsidiaries Carlsberg Marketing Sdn Bhd, Luen Heng F&B Sdn Bhd in Malaysia, Carlsberg Singapore Pte Ltd and associate company Lion Brewery (Ceylon) PLC in Sri Lanka.

Carlsberg remains the flagship brand and is committed to growing its place in the hearts and minds of Malaysian beer drinkers by staying in tune with the needs and demands of our strong consumer base.

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This media release has been prepared by Carlsberg Malaysia and is for immediate release. For further enquiries, please contact:

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**PRESS
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CARLSBERG 为2014亚庇爵士音乐节带来无穷乐趣

亚庇，14.06.2014~国际著名啤酒品牌Carlsberg 连续5年成为亚庇爵士音乐节的官方赞助啤酒，让舞台表演进行时都能畅饮我们供应的啤酒。这为期两天的筹募义款盛会已于2014年6月13和14日于Sutera Harbour Marina Golf and Country Club 举行，吸引了无数的本地及外来游客共襄盛举。

爵士音乐爱好者沉溺在来自古巴、意大利、印尼和马来西亚各具风情的音乐中，并同时享受由马来西亚Carlsberg所提供不同口感啤酒、苹果酒和其他酒精饮品。马来西亚Carlsberg为嘉宾和群总带来了系列饮品，如Carlsberg、Kronenbourg 1664、Kronenbourg 1664 Blanc、Somersby苹果酒和梨酒、Danish Royal Stout、Jolly Shandy和Nutrimalt。此音乐节也成功成为沙巴旅游年历表中最受期待和瞩目的活动之一。

“音乐与啤酒是任何庆典内一贯的绝佳搭配，Carlsberg深感荣幸其旗下高品质啤酒能参与亚庇爵士音乐节，也就此能协助亚庇受益团体募款而感到荣幸。我们因能参与这有意义的善举而感到自豪。”马来西亚Carlsberg集团东马区高级销售经理张声德指出。

“我们也希望这个音乐节能为2014马来西亚旅游年增添色彩并提升当地的旅游事业。”张声德补充。

亚庇爵士音乐节所筹获的义款已捐作支援州内设施建设，包括净水、协助提升读写能力及环保计划的经费。

今年的音乐节聚集了许多音乐精英，如来自古巴的Estudiantina Ensemble、意大利的Mezzotono、印尼的Harry Toledo Covers、日本的Yuta Tanaka、菲律宾的Jerome Rico & Mara Viola。而代表马来西亚的则是The Seasons 4 和Jive With Purpose。而主持人则是来自沙巴州的Daphne Iking。

Carlsberg 简介

马来西亚Carlsberg 集团于1969年12月正式营业。今天，它出产了啤酒、烈性黑啤和其他麦芽饮料。啤酒、烈性黑啤、苹果酒、葡萄酒、提神饮品和其他饮料，都是通过马来西亚子公司Carlsberg Marketing Sdn Bhd, Luen Heng F&B Sdn Bhd, Carlsberg Singapore Pte Ltd 和在斯里兰卡相联公司Lion Brewery (Ceylon) PLC分销与发售。

Carlsberg仍然是啤酒旗舰品牌，以符合消费者需求为主而致力开拓其在马来西亚啤酒饮用者心中的地位。

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此新闻稿由马来西亚Carlsberg集团提供，供即时发布。如有任何询问，请联络：

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