

FOR IMMEDIATE RELEASE

Press Statement 13/2016

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## Carlsberg Smooth Draught Delivers The Smooth Sensation of Freshly Tapped Beer

**A product innovation by Carlsberg that is brewed longer for a smoother beer with an easy finish**

**Shah Alam, April 27, 2016** – Do you enjoy the smooth sensation of a freshly tapped beer? Ever wished you could indulge in draught beer wherever you are? Carlsberg hears you! Carlsberg, or better known as *probably the best beer in the world*, invented a brew that delivers the smooth, easy-to-drink experience, the same as you would enjoy from a freshly tapped beer. Only difference is it's in a bottle. Introducing the all-new Carlsberg Smooth Draught that offers consumers a chance to enjoy the smooth sensation of freshly tapped beer anytime, anywhere at an affordable price.

Carlsberg Smooth Draught, available in a big bottle of 580ml, is a must-have on every beer lovers' bucket, or quart list. Brewed longer for its signature smoothness with an easy finish, the beautiful golden-hued beer is packaged in an easy to grip bottle with smooth contour lines appearing subtly in the background reinforcing the brew's uniquely smooth taste. The iconic Carlsberg hop leaf motif embossed on the bottle tastefully accentuates the innovative cold hopping process. It is truly a beauty!

"We are privileged that Malaysia is the pioneer amongst the 140 Carlsberg markets in the world to launch Carlsberg Smooth Draught, a line extension of Carlsberg brand. It is indeed a clever innovation that offers the signature smoothness and easy to drink profile with nice carbonation, just like a freshly tapped beer," Henrik Juel Andersen, Managing Director of Carlsberg Malaysia commented the launch event.

"Very often, consumers yearn for the smooth sensation of a draught beer but this is not readily available in eateries, food courts and coffee shops that they frequent. Carlsberg Smooth Draught is the answer to many beer lovers' quest and caters to a consumer preference for the smoothness in a draught beer. It captures the smooth sensation of freshly tapped beer in a bottle, so consumers can now enjoy a smooth brew anytime anywhere at an affordable price," Andersen added.

Carlsberg uncovered consumers' deeper insights with the introduction of Carlsberg Smooth Draught as special edition at hundreds of traditional on-trade outlets in March. Unanimity in consumer response is unmistakable; the brew consistently drew positive feedback and recorded overwhelming

repeat orders from the trade. Because consumers love it, Carlsberg will keep it! Carlsberg Smooth Draught is now made a permanent offering under the portfolio brands of Carlsberg Malaysia.

At the media and trade launch held at the visitor's lounge of the brewery, trade partners, distributors and members of the media were amused by the transformation of the office space into an outdoor eatery and a beer garden, and quenched their thirst with freshly brewed Carlsberg Smooth Draught. Spoilt by the choice of local hawker fare, it was a food roulette paired perfectly with the smooth brew. Stars in the dark sky, sitting in an airy relaxing atmosphere, the guests truly enjoyed sampling Carlsberg Smooth Draught making the launch a smooth head start.

For more information on Carlsberg Smooth Draught's product, please visit [www.smoothdraught.com](http://www.smoothdraught.com). Keen to participate in the consumer promotion and on-ground activation, do check out [www.facebook.com/CarlsbergMY](https://www.facebook.com/CarlsbergMY).

#### **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 Beer of the Barclays Premier League since 2013 and has partnerships with five major national teams including England.

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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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## Carlsberg 顺啤 顺喉犹如生啤

### 更长的熟化期、给予更细腻的气泡，入喉更顺滑的绝佳口感

莎阿南，2016年4月27日 - 爱喝生啤的朋友脑中都曾浮现一个念头“能将生啤打包回家有多好”，大马 Carlsberg 集团已经听见您的心声！堪称全球最佳啤酒的 Carlsberg，研发出犹如生啤般顺喉的佳酿，向您推介全新 Carlsberg 顺啤，每一瓶都充满生啤的顺喉感，任何时间、任何地点皆可轻松享用。

Carlsberg 顺啤，以透过双重熟化周期，给予更细腻的气泡，让顺啤顺喉无比。现以大瓶装 580 毫升面市。金黄色闪闪发亮的啤酒，装入让您一手掌握的瓶子，设计一点也不马虎。瓶身流线型线条，如顺啤的独特顺滑口感。Carlsberg 标志性的啤酒花亦出现在瓶身设计，强调酒花冷泡的创新酿制哲学，予人酒国美人的感觉！

大马 Carlsberg 集团董事经理皇德生在推介礼致词时说：“Carlsberg 遍布全世界 140 个市场，我们很荣幸，大马是首个推出顺啤的国家。这也顺应了啤酒爱好者们对生啤的喜好，为市场提供具备生啤顺喉感的选择。”

“过去多半消费者无法在日常光顾的传统即饮店面如餐馆、美食中心、小贩摊位、海鲜餐馆及咖啡店享受生啤。考虑到消费者需求，以及这个未开发的市场，Carlsberg 顺啤的研发是为把生啤的顺喉感装入瓶内，让顾客可以在任何时候、任何地点，以可负担价格享受犹如生啤的顺喉口感。”

Carlsberg 今年 3 月曾以特别版产品方式，在上百家传统店面特别推出 Carlsberg 顺啤，从而进一步发现消费者热爱此啤酒。消费者在回馈意见时一致唱好，店家也不断增加

订单，可谓广获市场好评。循众要求之下，Carlsberg 决定保留顺啤这项产品，并且成为大马 Carlsberg 集团旗下的正式产品。

在推介礼上，大马 Carlsberg 集团亦将位于莎阿南的酿酒厂及办公室改造为皇帽美食中心及啤酒园，让参与其盛的贸易伙伴、分销商及媒体来宾叹为观止，同时也让他们一啖全新 Carlsberg 顺啤。现场各式各样的本地美食，也让来宾置身其境，瞬间感受到随时随地可享受 Carlsberg 顺啤啤酒的滋味，为 Carlsberg 顺啤打响首炮。

欲知更多关于 Carlsberg 顺啤的产品详情，请浏览网站 - [www.smoothdraught.com](http://www.smoothdraught.com)，也欢迎查询 [www.facebook.com/CarlsbergMY](http://www.facebook.com/CarlsbergMY) 以获 Carlsberg 顺啤促销及活动。

### **关于 Carlsberg 品牌**

堪称全球最佳啤酒，Carlsberg 不仅是大马 Carlsberg 集团的主打品牌，也是在全球 140 个国家销售的国际啤酒品牌。全世界第 1 桶 Carlsberg 啤酒由创办人 J.C. Jacobsen 于 1847 年在丹麦哥本哈根酿造，本地则是在 1972 年首次酿造 Carlsberg。

Carlsberg 与足球运动的关系密不可分，1988 年开始已经是欧洲冠军联赛的主要赞助商，2013 年开始成为巴克莱首要联赛的官方啤酒，并且与 5 大主要国家队，包括英国有伙伴关系。

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1969 年成立并在大马交易所主要板上市，大马 Carlsberg 为 Carlsberg 集团区域投资的部分，旗下包括新加坡及斯里兰卡。我们的主打品牌 Carlsberg 是全世界最为人知的啤酒品牌之一。Kronenbourg 1664、Somersby、Asahi Super Dry 则是本地其他优质品牌。公司员工约 600 人，以负责任态度销售产品并维持业务永续发展。

更多详情，请浏览 [www.carlsbergmalaysia.com.my](http://www.carlsbergmalaysia.com.my)。