

FOR IMMEDIATE RELEASE

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Carlsberg Smooth Draught Fires-Up the Senses with the Return of ‘Real Spicy, Real Smooth’

Be part of a sensorial excursion that celebrates the duet of smooth and spicy, all under one enigmatic space!

PETALING JAYA, 17 August 2023 – Building on its success of captivating the taste buds of avid foodies last year, Carlsberg Smooth Draught's *Real Spicy, Real Smooth* returns to the fore with an even more enticing and thrilling food and beer escapade. As a brand that takes pride in delivering memorable exBEEriences, the Real Spicy Real Smooth campaign promises a new take on the unique gastronomic expedition, crafted to evoke a harmonious union between fiery delicacies complemented by the smoothness of Carlsberg Smooth Draught.

Brewed using an innovative cold hopping technique, Carlsberg Smooth Draught delivers a signature easy finish along with the smooth sensation of freshly tapped beer. The brand celebrates consumer's love affair with local spicy food with a more inclusive and extensive activation at JioSpace, Petaling Jaya from 18th August to 2nd September, open to all beer lovers.

Consumers will be treated to a fresh cold Carlsberg Smooth Draught as a special welcome drink before embarking on a journey of discovery and culinary delight. Homegrown culinary maestro, Monster Chef founder KC Choong, will also offer delectable edibles ranging from Devil's Curry Pocket Buns, Nasi Lemak Bomb, Mala Sui Yoke and “Stinky” Popiah to turn up the heat. There is also Churn's Beer-Gato, an artisanal affogato drowned in a duvet of smooth beer, alongside Bean Jr's three-level explosive Mala Tau Fu Fa, all perfect pairings with Carlsberg Smooth Draught.

“Last year, Carlsberg Smooth Draught's *Real Spicy, Real Smooth* has delivered a VIP exBEErience to 200 lucky winners, in collaboration with a Penangite Michelin-starred Chef. This year, Carlsberg Smooth Draught is back with an even larger & “smoother” celebration of beer and local spicy flavours with an enhanced and curated experience that celebrates the perfect blend between spice and smoothness. The *Real Spicy, Real Smooth* campaign is all about making flavourful food and smooth beer accessible to all.” commented Stefano Clini, Managing Director of Carlsberg Malaysia.

An exclusive cocktail workshop with Jason Julian, the mastermind behind all the top-notch flavours of Soma's Bar's concoctions adds further flair to the *Real Spicy, Real Smooth* event where consumers can try their hand at creating their own signature concoctions over the weekend. The party picks up pace when the clock strikes happy hour, featuring a ‘*Tap Your Own Beer*’ bar, a sip and snap photo booth that creates unique Insta-worthy photos as well as fun AR games that land winners exclusive prizes.

The evening pumps up even more once the DJs take over the decks with special scheduled performances by Inquisitive, Singapore's most influential DJ and producer, local mavens Ramsey Westwood, DJ Kenji and many more.



Carlsberg Smooth Draught has also lined-up cool collaborations with APOM, the quirky label that produces 'punny' yet aesthetically pleasing t-shirts and trinkets along with Gumme, the makers of customised phone charms for its passionate followers. Consumers can purchase not just exclusive merchandise, but also join the speciality workshops, conducted by Gumme every Saturday, throughout the campaign duration or try their hand at customising their very own tote bags.

Beer enthusiasts, spice lovers, and all those seeking an unforgettable experience will not want to miss this instalment of Carlsberg Smooth Draught's *Real Spicy, Real Smooth*, which open its doors daily from 5:00pm to 11:00pm on weekdays and 11:00am to 11:00pm on weekends as well as on public holidays. Pet parents will also be able to bring their furry friends along to Carlsberg Smooth Draught's pet-friendly pawty happening on the weekends, from 11:00am to 2:00pm. Filled with pawsome activities, animal lovers and their four-legged companions will be in for a purring, tail wagging good time.

To register for the *Real Spicy, Real Smooth* event, visit <https://realspicyrealsmooth.com/> for more information and be sure to 'Like' and 'Follow' @CarlsbergMY on Facebook and Instagram for Carlsberg's latest activities and giveaways.

Consumers who cannot get enough of *Real Spicy, Real Smooth* can also pick-up an exclusive Spicy Discovery kit anytime they purchase two six-can packs of Carlsberg Smooth Draught from Super and Hypermarkets, 99 Speedmart and official e-commerce sites or when they enjoy six big bottles at coffee shops and food courts. Spending a minimum of RM100 on Carlsberg Smooth Draught at restaurants, bars and pubs also lands them the flavourful assortment. More details can be found at <https://carlsbergsmoothdraught.com/>.

Of course, as part of living a safe and responsible life, we advocate responsible consumption, always remember if you drink, don't drive – **#CELEBRATERESPONSIBLY**.

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For more information, please scan:



For further enquiries, please contact:

Contacts

Media Relations:

Team Carlsberg Malaysia:

Wong Ee Lin, Corporate Affairs Assistant Manager +603-55226 404
Jaslyn Ng, Marketing Manager +603-55226 688

eelin.wong@carlsberg.asia
Jaslyn.jl.ng@carlsberg.asia



Team Continuum PR:

Michelle Bridget
Goh I Ching

+60 12-697 7356
+60 14-218 1906

michelle.bridget@continuumpr.com
iching@continuumpr.com

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 No.1 premium beer Asahi Super Dry, 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 **#CELEBRATERESPONSIBLY** – if you drink, don't drive! Find out more at www.carlsbergmalaysia.com.my.

Carlsberg Smooth Draught ‘Real Spicy, Real Smooth’ 再度回归，点燃味蕾体验

带您进入一个神秘的空间感受顺滑与香辣的完美结合！

（八打灵再也 2023 年 8 月 17 日讯）继去年成功俘获了众多的辣味美食爱好者，Carlsberg Smooth Draught 的 *Real Spicy, Real Smooth* 再度回归，带来更诱人、更令人兴奋的辣味美食和啤酒之旅。作为一个致力于为消费者提供难忘体验的品牌，*Real Spicy, Real Smooth* 活动承诺为独特的美食探险带来新的体验，旨在唤起香辣与 Carlsberg Smooth Draught 之间的和谐结合。

Carlsberg Smooth Draught 采用创新的冷酿技术酿造而成，带来了独特的口感和新鲜现酿啤酒的顺滑感。该品牌通过在八打灵再也的 JioSpace 于 8 月 18 日至 9 月 2 日期间开展更全面和广泛的活动，向所有啤酒爱好者开放以庆祝消费者对本地香辣美食的热爱。

消费者在开始探索美食之旅之前将会获得一瓶冰冷的 Carlsberg Smooth Draught 作为迎宾饮料。本土烹饪大师，Monster Chef 创始人 KC Choong 还特制与主题相关的美味佳肴，包括魔鬼咖喱包、炸弹椰浆饭、麻辣烧肉和“臭”薄饼，为活动增添了火辣的风味。此外，还有 Churn 的 Beer-Gato，一款浸在啤酒中的阿芙佳朵冰淇淋，以及 Bean Jr 的三级爆炸麻辣豆腐花，这些都是与 Carlsberg Smooth Draught 的完美搭配。

马来西亚 Carlsberg 集团董事经理葛利尼 (Stefano Clini) 表示，“去年 Carlsberg Smooth Draught 的 *Real Spicy, Real Smooth* 与槟城米其林星级的厨师合作，向 200 名幸运获奖者提供了独家的飨宴体验。今年，Carlsberg Smooth Draught 强势回归，带来了更大、更“顺滑”的啤酒和本地辣味的庆祝活动，通过增强和精心策划的体验，庆祝香辣和顺滑的完美融合。*Real Spicy, Real Smooth* 活动旨在让所有人都能享用本地香辣美味的食物和顺滑的啤酒。”

由 Soma Bar 顶级调酒大师 Jason Julian 主持的独家鸡尾酒工作坊为 *Real Spicy, Real Smooth* 活动增添了更多风采，消费者可以在周末尝试制作自己的调制饮品。当钟声敲响欢乐时光，派对活动变得更热闹，活动包括可以体验自助打啤酒、能够制作独特照片并贴在 Carlsberg Smooth Draught 瓶子上的照片亭，以及可以赢得独家奖品的有趣的增强现实游戏。

到了晚上还有 DJ 出场，特邀表演嘉宾包括了 Inquisitive，新加坡最有影响力的 DJ 和制作人，本地音乐人 Ramsey Westwood、DJ Kenji 等等。

Carlsberg Smooth Draught 还与 APOM 和 Gumme 展开了炫酷的合作。APOM 是一个本地品牌，且审美独特的 T 恤和小饰品的有趣品牌，而 Gumme 则是由本地网红创始的定制手机挂饰品牌。消费者可以购买不仅独家商品，还可以在整个活动期间参加 Gumme 每个周六举行的工作坊，或者尝试亲手制作自己的托特包。



啤酒与辣味爱好者都不会想错过这个 Carlsberg Smooth Draught *Real Spicy, Real Smooth* 活动。活动将在工作日下午 5 时至晚上 11 时每天开放，周末和公共假期则上午 11 时至晚上 11 时开放。宠物家长们还能够于周末早上 11 时至下午 2 时，携带各自毛茸茸的宠物们到 Carlsberg Smooth Draught 的宠物友好派对。这里充满了各种好玩游戏，让宠物们能享受咕噜咕噜、不停摇尾巴的美好时光。

请访问 <https://realspicyrealsmooth.com/> 报名 *Real Spicy, Real Smooth* 活动，并确保在脸书和 Instagram 上按赞和关注@CarlsbergMY，以获取 Carlsberg 的最新活动和赠品信息。

除此之外，消费者还可以在超市、霸级市场、99 Speedmart 和官方网站购买两组六罐装的 Carlsberg Smooth Draught，或在咖啡店和美食中心享用六大瓶装啤酒以获得独家的 Spicy Discovery 盒装，里装有辣味零食，坚果和能够完美配 Carlsberg Smooth Draught 的酱。在餐厅、酒吧和酒馆消费至少 100 令吉的 Carlsberg Smooth Draught 也能获得美味的组合。更多详细信息，请访问 <https://carlsbergsmoothdraught.com/>。

当然，为了生活安全和责任心，我们提倡#理性饮酒，时时刻刻记住“酒后不开车，平安到永久”。

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更多资讯, 请扫描:



联络方式

媒体公关:

马来西亚 Carlsberg 集团:

Wong Ee Lin, Corporate Affairs Assistant Manager +603-55226 404
Jaslyn Ng, Marketing Manager +603-55226 688

eelin.wong@carlsberg.asia
Jaslyn.jl.ng@carlsberg.asia

Continuum PR 公关公司:

Michelle Bridget +60 12-697 7356
Goh I Ching +60 14-218 1906

michelle.bridget@continuumpr.com
iching@continuumpr.com

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