

FOR IMMEDIATE RELEASE

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Carlsberg ‘*Raikan Kebanggaan Sabah & Sarawak*’ with Pride, Passion & Excitement

Join the Carls Harvest Pesta geared to celebrate the iconic Bornean festival, culture and nature!

KUCHING, 16 May 2025 - This May, Carlsberg raises a toast to Sabah & Sarawak with Carls Harvest Pesta, a four-day cultural celebration inspired by the unique festival, rich heritage and natural beauty of Borneo. From the 15th to 18th of May, Farley Kuching’s open-air grounds will come alive with local delicacies and the sound of native music punctuated with the six symbolic icons of Sabah and Sarawak, reflecting the designs of the Carlsberg artist-edition packaging, all to celebrate the shared joy of communities coming together for the Harvest Festival.

At the heart of this year’s Carls Harvest Pesta are the Carlsberg’s artist-edition packaging and the mesmerising Harvest collectible plates, proudly designed by Sabahan artist Nelson Lip and Sarawakian artist T. Bagak. More than just eye-catching designs, these pieces bring Carlsberg’s ‘By Locals, For Locals’ spirit to life, celebrating local pride and creativity in every sip.

“Carls Harvest Pesta is more than just an event — it’s a heartfelt tribute to the local communities who are the faces and force behind Sabah & Sarawak,” said Olga Pulyaeva, Marketing Director of Carlsberg Malaysia. “Their pride, excitement, and passion for their heritage shaped every part of this celebration. From promoting the locally designed artist-edition cans to raising the final toast, it is a festival created with the community, for the community — and that’s exactly what makes it so meaningful, and so unmistakably **#BestWithCarlsberg**.”

Rooted in the spirit of Gawai and Kaamatan, the event transforms the space into a dynamic reinterpretation of Sarawak’s iconic longhouse. Guests will enter through a stunning Hop Leaf Arch, glowing with transparent LED lights as they step into a festive village filled with sights, sounds, and tastes that reflect the uniqueness of Sabah and Sarawak. A complimentary iced-cold Carlsberg also awaits as a festive kick-off to the celebration.

Feel the buzz of the crowd as guests take part in the Tuak Bomb ritual, hosted by a *Ketua Kampung* in full ceremonial dress, in one of the most exciting experiences of the night. Then, get hands-on with Resin Rice Art and Shrink Art keychains, a creative nod to the region’s deep connection to rice as the symbol of life’s blessings. For guests eager to try their hand at mixology, join the Cocktail Workshop and learn how to shake up a Carlsberg Smooth Draught cocktail infused with traditional tuak, specially curated in collaboration with Zozo Beans and Booze.

Then, wander through the pulsing KIA Market, where the aroma of umai, pansuh and kachangma mingles with the energy of young entrepreneurs and artisans showcasing handmade crafts, fusion bites, and one-of-a-kind souvenirs. And for the perfect spot to snap that Insta-worthy shot for socials be sure to stop by the Ruai Longhouse Lounge!



The nights then come alive with a stellar lineup of homegrown stars. From the cultural pulse of At Adau to the powerhouse vocals of Melissa Francis, Ramles Walter, Roxy Ixzy, and the infectious energy of Gemini Band, Valousity Band, and Lock & Load. Each act brings something uniquely East Malaysian to the table — whether it is the rhythm of the sape, the harmony of traditional Dayak melodies, or the raw energy of contemporary beats.

The Carls Harvest Pesta is where culture takes centre stage, creativity is honoured, and community spirit shines. By championing local talent, embracing tradition, and creating meaningful moments, Carlsberg invites everyone to raise their glass not just to Gawai and Kaamatan, but to the people of Sabah and Sarawak — their stories, spirit, and unshakable sense of unity.

Get ready to immerse yourself in the ultimate celebration of Bornean pride! Visit https://bestwithcarlsberg.my/harvest/en/harvest_pesta/ to find out more about the campaign, and follow **@CarlsbergMY** on Facebook and Instagram for exclusive content, including the launch of Carlsberg's special Harvest music video.

Remember to always **#CELEBRATERESPONSIBLY**, if you drink, don't drive.

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About Carlsberg Malaysia Group

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, and regional presence via exports.

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 and Wheat. Our international premium brews including France's premium beers 1664 Brut, 1664 Blanc and 1664 Rosé, as well as iconic first beer of Japan, Sapporo Premium Beer, European cider Somersby,



British-inspired Connor's Stout Porter and US award-winning craft beer Brooklyn Brewery as well as Tuborg Strong. Our local brands include SKOL, Royal Stout and Nutrimalt. Our products are for non-Muslim consumers aged 21 and above in Malaysia or aged 18 and above in Singapore. Please **#CELEBRATERESPONSIBLY** – if you drink, don't drive!

Our 640 performance-driven employees are guided by our Purpose of *Brewing for a Better Today and Tomorrow* and we are committed to delivering on our ESG programme of Together Towards ZERO and Beyond in our quest to achieve net zero carbon emissions throughout our value chain by 2040. Find out more at www.carlsbergmalaysia.com.my

嘉士伯骄傲地热情地激情地 “欢庆沙巴和砂拉越之最”

前来 Carls Harvest Pesta 为沙砂丰收节、丰富文化、天然之美喝彩！

（古晋 2025 年 5 月 16 日）这个 5 月，嘉士伯（Carlsberg）向沙巴和砂拉越举杯，展开为期四天的 Carls Harvest Pesta 文化庆典，并以沙砂两地丰收节特色、丰富文化遗产及自然奇观之美为灵感。从 5 月 15 日至 18 日，砂拉越古晋华利商城（Farley Kuching）的露天广场在本地美食、民族音乐的伴随下活力全开，还有六个沙砂象征性标志点缀各处，均与嘉士伯艺术家版包装设计相呼应，仅为共享民众齐庆达雅节、丰收节的喜悦。

今年 Carls Harvest Pesta 的亮点，正是有嘉士伯艺术家版包装与具有收藏价值的 MesmeRICEsing 盘子介由来自本土沙巴艺术家 Nelson Lip、砂拉越艺术家 T. Bagak 荣誉设计，这些作品不仅设计精美，更生动诠释了嘉士伯 “本地人为本地人” 理念，每一口都为本地之光和创意能力喝彩。

马来西亚 Carlsberg 集团市场总监奥加尔（Olga Pulyaeva）表示，“Carls Harvest Pesta 不仅仅是一场活动，更是向当地社会的真挚致敬，他们都是沙巴和砂拉越的面孔和背后力量。” 她说，“两地子民对各自文化遗产的骄傲、激情和热情，成就了这场节庆的每一个细节。从推广本地艺术家版酒罐到举杯共庆的那一刻，这场盛会是与社会共创，为社会而创，使得活动内涵更具意义，也完美诠释了 #BestWithCarlsberg 的精神。”

这场活动扎根于达雅丰收节（Gawai）、沙巴丰收节（Kaamatan）的精髓，活动现场经过精心布置，再现砂拉越标志性的长屋文化。穿过以透明 LED 灯光发亮的啤酒花叶大门后，到访者就步入到一座节庆村庄，看听闻尝出沙巴和砂拉越的独特性。此外，现场还提供一份免费冰爽嘉士伯啤酒，为庆典拉开序幕。

感受熙熙攘攘的人潮参加砂拉越米酒 Tuak Bomb 仪式，并且由身穿盛装的村长（Ketua Kampung）主持，献上整晚最精彩有趣的体验之一。随后，来一场充满创意的手作体验，亲手制作米粒树脂艺术（Resin Art）、收缩艺术钥匙圈，以创意方式致敬沙砂两地与米这个生命福气象征的深厚纽带。想要尝试调酒的朋友，可前来参与同 Zozo Beans 和 Booze 协办的鸡尾酒工作坊，学习如何调制出融合传统 Tuak 米酒的 Carlsberg Smooth Draught 鸡尾酒。

随后，漫步于热闹非凡的 KIA Market 市集，不仅有 Umai 生鱼、Pansuh 竹筒烧烤、Kachangma 益母草等美食飘香，还有青年企业家、手艺人精心准备的手工制品、融合风味小吃、纪念品。想要找个打卡点晒晒美照的话，那就一定要现身 Ruai Longhouse Lounge！

本土艺人的活力演出让夜晚气氛热起来，阵容包括文化气息满满的乐队 At Adau，各代唱将 Melissa Francis、Ramles Walter、Roxxy Ixzy，感染力十足的乐队 Gemini Band、Valousity Band 及 Lock & Load。每一场演出皆展现东马独特风情——从沙贝琴的律动、达雅族的传统旋律，到现代节奏的动感，充分彰显当地艺术的多元魅力与文化底蕴。



Carls Harvest Pesta 盛会让文化摆上舞台，让创意能力得到鉴赏，也让社会精神闪耀光芒。嘉士伯通过弘扬本土人才、拥抱传统文化、创造意义非凡时刻，诚邀大家举杯，不仅为达雅丰收节与沙巴丰收节而庆，更向沙巴和砂拉越人民，他们的故事、精神和团结表示敬意。

准备好尽情享受这个极佳庆典，欢庆沙巴和砂拉越之最！欲知更多活动详情，浏览 https://bestwithcarlsberg.my/harvest/en/harvest_pesta/，并关注 @CarlsbergMY 脸书和 Instagram 专页以获得独家内容，包括嘉士伯丰收节特别歌曲 MV 的发布。

记得要理性饮酒——酒后不开车，开车不喝酒！**#CELEBRATERESPONSIBLY**

-完-

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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持有股份，也通过出口市场扩大区域范围。

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 Smooth Draught、Carlsberg Special Brew 及 Carlsberg Alcohol Free Pilsner and Wheat，还有国际优质啤酒：法国优质啤酒 1664 BRUT、1664 Blanc 及 1664 Rosé、日本标志性首个啤酒 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。本集团旗下产品仅供马来西亚年龄 21 岁以上、新加坡年龄 18 岁以上的非穆斯林消费者饮用。理性饮酒，你我有责，时时刻刻牢记住“酒后不开车，开车不喝酒”！**#CELEBRATERESPONSIBLY**



我们共有 640 名员工，皆以绩效为驱动力，并秉承“酿造更美好的今天和明天”（Brewing for a Better Today and Tomorrow）宗旨，我们致力于实施“共同迈向并超越零目标”（Together towards ZERO and Beyond）ESG 计划，以实现到 2040 年全价值链净零碳排放目标。

敬请浏览 www.carlsbergmalaysia.com.my 了解更多。