

FOR IMMEDIATE RELEASE

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Page 1 of 2

CarlsCrib by Carlsberg Brings Football Fans Together for the Best

2 Lucky Winners and Their Mates Stand to Win Tickets to Watch Liverpool FC vs AC Milan in Hong Kong during Two-Day CarlsCrib Spectacle

SHAH ALAM, 21 May 2025 – Carlsberg is going all in for game nights with the ultimate football celebration at CarlsCrib, an all-in-one immersive celebration delivering best of football, music, food, entertainment and beer under one roof over two action-packed days. Happening on 24 and 25 May, the event will feature epic football moments and grand prize giveaways with two lucky winners and one of their mates each scoring a trip to watch Premier League Champions, Liverpool FC take on AC Milan live in Hong Kong.

As part of the #BestWithCarlsberg campaign, CarlsCrib will provide fans exclusive access to premium match screenings, epic performances, and engaging football-themed activities, reaffirming the brand's mission to make football nights unforgettable. Carlsberg Malaysia Managing Director Stefano Clini shared, "CarlsCrib is our way of uniting football fans of every kind by bringing both diehard supporters and casual fans together, and providing access to more of the best - the best beer, the best vibes, and the best game night. We promise fans an elevated experience, and CarlsCrib will deliver in true #BestWithCarlsberg style."

Guests will enjoy dynamic live performances by international headliners, Pakho Chau from Hong Kong, local star Dior, and VINAI from Italy, one of the top DJs in the world. Fans can explore vibrant zones throughout the venue, testing their football skill at the Golden Boot, going virtual at the e-Game Hub, showing off on the Juggler Field, mixing cocktails at the hands-on CarlsBar Mixology Workshop as well as getting game-day ready with neon tattoo painting, grooming and braiding at the Styling Bench. CarlsCrib invites guests into a VIP locker-room-inspired setting, featuring photo moments and exclusive memorabilia on display.

One of the biggest highlights at CarlsCrib will be the Grand Prize giveaway. Guests who purchase six cans of Carlsberg on-site will earn entries into the lucky draw, where each night, one lucky winner will walk away with a pair of match passes, flight tickets and training passes to catch LFC vs AC Milan live in Hong Kong.

While CarlsCrib is the showpiece, the celebrations continue through Carlsberg's ongoing #BestWithCarlsberg consumer promotion. Ten football fans stand a chance to win the ultimate experience, a trip for two to see Liverpool FC live at Anfield Stadium in the UK. To enter, fans simply need to purchase a Carlsberg six-can pack from hypermarkets, supermarkets, convenience stores, 99 Speedmart, participating e-commerce platforms, or order Carlsberg at their favourite participating bars and eateries. In addition to the Grand Prizes to Anfield, the #BestWithCarlsberg campaign is also giving away 1,300 exclusive LFC retro jerseys, perfect for fans looking to represent the Reds in style.

To get fans all in for game nights, Carlsberg is also available on Grab, offering chilled beer delivery in specially designed cooler bags nationwide, ensuring Carlsberg is always within reach, so fans can focus on the match.



Altogether, the #BestWithCarlsberg campaign is giving away over RM1,000,000 in prizes, bringing mates together and turning match nights into memorable experiences. Whether cheering from home, the pub, or an electrifying event like CarlsCrib, football is always better when it's #BestWithCarlsberg.

Immerse yourself in the ultimate football experience! Visit bestwithcarlsberg.my/football for more about the campaign, and follow @CarlsbergMY on Facebook and Instagram to stay ahead of the game.

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 CarlsCrib 让球迷欢聚 迎来极佳体验

两天的 CarlsCrib 让两位幸运儿与好友赢票 到香港观看利物浦对阵 AC 米兰

（莎亚南 2025 年 5 月 21 日讯）嘉士伯（Carlsberg）为球赛夜全情以赴，倾力呈献 CarlsCrib 一个集足球、音乐、美食、娱乐与啤酒于一体的沉浸式足球盛典，在同一屋檐下为球迷带来全方位体验！这场为期两天精彩不断的活动将于 5 月 24 日和 25 日隆重举行，为粉丝带来令人热血沸腾的足球时刻、丰富多彩的互动环节。不仅有趣味十足的足球趣事，更送出大奖，让两位幸运儿各别带上一位朋友飞往香港，现场观看英超冠军利物浦足球俱乐部对阵 AC 米兰！

作为#BestWithCarlsberg 活动的一部分，CarlsCrib 为球迷带来独家机会感受精致观赛体验、观赏精彩演出、参与互动性足球主题活动，重申了该品牌奋力打造难忘足球之夜的使命。马来西亚 Carlsberg 集团董事总经理葛利尼（Stefano Clini）分享道，“CarlsCrib 是我们团结各界球迷的方式，在这里汇聚铁杆支持者、一般球迷，并带来各方面的最佳体验——最佳啤酒、最佳氛围、最佳球赛夜。我们承诺为球迷带来更升级的体验，而 CarlsCrib 正是 #BestWithCarlsberg 精神的最佳体现。”

到场者有得观赏国际压轴的劲爆现场演出，包括来自香港的人气艺人周柏豪、大马才子 Dior 大颖，以及来自意大利的世界顶级 DJ 之一 DJ VINAI。现场还具备多个有趣的体验专区，球迷们可在 Golden Boot 挑战球技、e-Game Hub 进入游戏世界、Juggler Field 大秀身手，并在 CarlsBar Mixology 工作坊亲手调制鸡尾酒，或在 Styling Bench 通过霓虹彩绘纹身、造型打理与编发，打造属于自己的观赛造型。CarlsCrib 也欢迎现场来宾走进 VIP 般更衣室的场景，在此尽情打卡拍照，欣赏陈列的独家限量纪念品。

CarlsCrib 最大亮点之一为大奖送出的时段，在场购买 6 罐嘉士伯的消费者，即可参加幸运抽奖，每晚分别有一位幸运儿赢走一对机票、球赛门票、训练环节门票，飞往香港现场观看利物浦对阵 AC 米兰的精彩比赛！

虽然 CarlsCrib 是重头戏，精彩还在继续！嘉士伯促销活动也如火如荼进行中，让十位幸运球迷赢取双人同行前往英国安菲尔德球场，现场观赏利物浦主场赛事的终极大奖！欲参加竞赛，球迷们只需在超级市场、大型超市、便利店、99 Speedmart 连锁超市、参与的电商平台购买一 6 罐装嘉士伯，或在参与的酒吧和餐馆点上嘉士伯即可参与抽奖。除了飞往英国安菲尔德的大奖外，#BestWithCarlsberg 活动还将送出 1,300 件限量版利物浦球衣，让球迷以时尚造型表达对红军的热爱！

为了让球迷全心投入球赛，嘉士伯也通过 Grab 平台提供配送服务，并采用专属设计的冷藏袋，将凉爽啤酒送达到全马各地，确保嘉士伯始终触手可及，让球迷们专心观赛。

此次#BestWithCarlsberg 市场活动不仅送出总值超过 100 万令吉的奖品，也让朋友们欢聚一堂，并让球赛夜成为难忘体验。无论在家里观赛、酒吧呐喊助威，还是亲临 CarlsCrib 这种火热的现场活动也好，足球总是因#BestWithCarlsberg 而更精彩！

迎来极致足球体验！浏览 bestwithcarlsberg.my/football 以了解更多详情，并在脸书和 Instagram 关注 @CarlsbergMY 以贴近最新动态。

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

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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。