

**PRESS
RELEASE**

**A RESOUNDING START TO CARLSBERG MALAYSIA
OKTOBERFEST
CELEBRATING COUNTRY'S MOST ANTICIPATED BEER FESTIVAL THE MOST
AUTHENTIC BAVARIAN-STYLE**

KUALA LUMPUR, 26 September 2013 – Don your *lederhosen* or your *dirndl* as Carlsberg Malaysia has brought Oktoberfest, the world renowned annual Bavarian festival, all the way from Germany to our neighbourhood bars throughout the big cities and small towns in Malaysia, with an endless flow of beer and fun.

Known as the country's most authentic Oktoberfest celebration, Carlsberg Malaysia Oktoberfest 2013 is a beer extravaganza that offers the most loved beer brand, Carlsberg, as well as three imported Bavarian beer brands, Erdinger, Franziskaner and Lowenbrau, served in a collectible rugged-style stein that customers can take home and add to their collection of the past two years of Carlsberg Malaysia's Oktoberfest mugs.

Flown in from Germany, a six person Oktoberfest *Oom-Pa-Pah* band will be belting out traditional Oktoberfest jingles and sounding a 12-foot long alpine horn from Germany to delight the crowd celebrating the merriness of beer festival.

Acclaimed as the first-of-its kind in Malaysia, the long horn has successfully made it into the Malaysian Book of Records as the 'Longest Carlsberg Malaysia Oktoberfest Longhorn'. Topping the festival off are of course the lovely Carlsberg Dirndl girls, all beautifully decked in traditional Bavarian outfits to perform the witty "chicken dance" along with Oktoberfest revellers.

True to Bavarian tradition, Carlsberg Malaysia Oktoberfest campaign was officiated with the tapping of the ceremonial keg by Managing Director of Carlsberg Malaysia Henrik Juel Andersen, together with the brewer's subsidiary Luen Heng F&B Sdn Bhd General Manager Kenneth Soh, Vice President, Passenger Cars, Mercedes Benz Malaysia Mr. Kai Schlickum and Ms Joyce Yap, CEO, Retail of Pavilion KL.

After the first keg was tapped, a resounding toot of the 12-foot long horn reverberated across the entire corridor of Pavillion, KL signalling the lovely Dirndl girls to invite beer lovers to show off their moves by performing 'chicken dance' and taking part in a range of



fun-filled games including *hat switching* and *arm wrestling* which are all traditional mainstays of Oktoberfest events.

Andersen said, "Oktoberfest is about bringing people together in the spirit of good cheer and camaraderie while in the midst of enjoying food, music and beer in a responsible manner."

"Throughout the month-long festival, beer lovers can enjoy the authentic yet uniquely Carlsberg Malaysia experience at selected eight venues nationwide, leading to a massive three-day Grand Finale party galore that will take place exclusively at Old Wing outdoor car park of our Oktoberfest Venue Partner 1 Utama Shopping Centre, Petaling Jaya on October 11th to 13th. These parties come complete with the collectible beer stein, authentic Oktoberfest Oom Pa Pah band, the record breaking 12-foot long horn, Carlsberg Dirndl girls as well as plenty of games and online contests where beer lovers stand a chance to take home more collectible premiums."

"In addition, we partnered with our customers to co-host smaller parties at 38 western-concept bars and pubs and will be running the Oktoberfest promotion at over 300 outlets nationwide," he concluded.

Adding to the spirit of Oktoberfest, Carlsberg Malaysia Oktoberfest calls upon beer lovers to take part in Facebook activities, including *Snap & Prost!*, *Shout Out Loud* and *Dirndl Girl Search* to win free rounds of Carlsberg beer and attractive giveaways.

Find out more about Carlsberg Malaysia Oktoberfest campaign, please visit Facebook at www.facebook.com/CarlsbergMalaysiaOktoberfest

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