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FOR IMMEDIATE RELEASE

Press Statement  
09 JULY 2026

## Carlsberg Brings Football to the Heart of the Community with Kopiti.AM Football Parties

**KUALA LUMPUR, 09 JULY 2026** – Football lovers gathered bright and early at Delish Food Village, Seri Kembangan, on Tuesday, 7 July 2026 for the latest edition of **Carlsberg's Kopiti.AM**, a community-driven football celebration that continues to bring Malaysians together through their passion for the beautiful game.

Carlsberg Kopiti.AM is exactly what it sounds like – football at a kopitiam in the AM. Inspired by Malaysians' love for both football and breakfast culture, the concept invites fans to celebrate football together in a way that feels uniquely Malaysian. Following successful stops in Penang and Ipoh, the Carlsberg Kopiti.AM series arrived in Kuala Lumpur for the first time, turning a beloved urban kopitiam into a lively gathering place where football fans can connect over local breakfast classics and shared matchday moments.

Fans gathered to soak in the electric atmosphere while enjoying breakfast favourites, interactive games, an exciting lucky draw and special Carlsberg Breakfast Cocktails from a dedicated Kopi-Cart. The excitement continued with a Best Celebration AI Photo Booth setup and high-energy Cheer Squad performances during quarter intervals, while halftime came alive with live drummers, pom poms and confetti blasts that elevated the matchday atmosphere.

“Football goes beyond what happens on the pitch. It is about the moments fans share together – from the anticipation before kick-off to the celebrations that unfold after every goal. Through the Carlsberg Kopiti.AM, we aim to bring football closer to fans in a way that feels familiar and accessible, within the everyday spaces where Malaysians naturally gather,” said **Stefano Clini, Managing Director of Carlsberg Malaysia**.

Carlsberg Kopiti.AM is part of Carlsberg's commitment to make football more accessible to everyone by bringing the game closer to communities across the country. By reimagining neighbourhood coffee shops as energetic gathering spaces for football fans, the initiative creates inclusive environments where people from all walks of life can connect over their shared love of the sport.

Catch the next wave of Kopiti.AM excitement on 12 and 19 July, where fans can look forward to breakfast, on-ground activities, exclusive giveaways and more matchday fun. Register at <https://carlscrib.my/kopitiam/> to secure your spot and don't miss out on more unforgettable football moments shared over breakfast - #BestWithCarlsberg.

For more exciting news and information on Carlsberg's promotions and locations, visit <http://www.bestwithcarlsberg.my> or follow @CarlsbergMY on Facebook at <http://www.facebook.com/CarlsbergMY> and Instagram at <http://www.instagram.com/carlsbergmy/> for the latest updates!



At Carlsberg Malaysia, we advocate responsible consumption – always remember to **#CELEBRATERESPONSIBLY** - if you drink, don't drive.

– End –

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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 Blanc and 1664 Rosé, as well as iconic first beer of Japan, Sapporo Premium Beer, Fruity-flavoured alcoholic brand Somersby, British-inspired Connor's Stout Porter, China's pride ChongQing Beer, 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 878 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 *Brewing Tomorrow* in our quest to achieve net zero carbon emissions throughout our value chain by 2040. Find out more at [www.carlsbergmalaysia.com.my](http://www.carlsbergmalaysia.com.my)

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## 嘉士伯将 Kopiti.AM 球赛派对汇聚社区，共享足球激情

(吉隆坡，2026年7月9日) — 2026年7月7日（星期二）一早，球迷齐聚位于沙登史里肯邦安的心享食城 (Delish Food Village)，共同参与了嘉士伯 (Carlsberg) 最新一站“Kopiti.AM”活动。这是一场以汇聚社区的足球活动，通过人们对足球的共同热爱，让大马人因足球而欢聚一堂，共享足球时刻。

嘉士伯 Kopiti.AM 正如其名，将“早晨 (AM)”与“咖啡店 (Kopitiam)”两大本地文化元素结合，为球迷打造别具一格的观赛体验。活动概念源自与大马人对足球及早餐文化的热爱，邀请球迷以最具本地特色的方式共同庆祝足球。继槟城及怡保站圆满举行后，嘉士伯 Kopiti.AM 系列活动首次登陆吉隆坡，将深受大众喜爱的城市咖啡店打造成热闹非凡的足球观赛聚点，让球迷在享用本地经典早餐的同时，共享比赛日的精彩时刻。

球迷一边沉浸于热烈的观赛氛围，一边享用了丰富的早餐美食、参与互动游戏、幸运抽奖活动及品尝来自专属“Kopi-Cart”精心调制的嘉士伯早餐鸡尾酒 (Carlsberg Breakfast Cocktails)。现场还设有“Best Celebration”AI拍照亭，让球迷记录精彩观赛时刻。每节休息期间，活力四射的 Cheer Squad 啦啦队也带来精彩表演；中场休息时，鼓乐演出、彩球及五彩纸屑喷洒更将现场气氛推向高潮。

马来西亚Carlsberg集团董事经理葛利尼 (Stefano Clini) 表示：“足球的魅力不仅仅在于球场上的比赛，更在于球迷共同分享的每一个精彩时刻，从开赛前的期待，到每粒进球后的欢呼庆祝。透过嘉士伯 Kopiti.AM，我们希望以更贴近生活、更容易接触的方式，将足球带到大马人日常相聚的地方，让球迷在熟悉的社区空间中共享足球带来的欢乐。”

嘉士伯Kopiti.AM活动是嘉士伯致力于让足球更贴近大众，希望将足球带到全国各地，让更多人都能感受足球的魅力。该活动将邻里咖啡店化身为充满活力的足球聚会据点，为不同背景的民众打造轻松自在的观赛氛围，让来自各行各业的大马人因共同热爱足球而相聚，共享每一个精彩时刻。

嘉士伯Kopiti.AM 的精彩活动将于 7 月 12 日和 19 日继续展开，球迷们可期待享用丰富早餐、参与现场互动活动、赢取独家赠品，并尽情投入充满激情与欢乐的球赛日体验。立即前往 <https://carlscrib.my/kopitiam/> 抢先预留席位，千万不要错过在早餐时光与嘉士伯一同共享更多难忘的足球时刻 #BestWithCarlsberg。

如需了解更多关于嘉士伯促销活动及门店位置的精彩资讯，请浏览 <http://www.bestwithcarlsberg.my> 或关注 CarlsbergMY 官方面子书 (Facebook) <http://www.facebook.com/CarlsbergMY> 及 Instagram <http://www.instagram.com/carlsbergmy/>，获取最新消息！



马来西亚Carlsberg集团 提倡理性饮酒，时时刻刻牢牢记住“酒后不开车，开车不喝酒”  
**#CELEBRATERESPONSIBLY。**

— 完 —

若有任何疑问，请联络以下人员：

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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 Blanc及1664 Rosé、日本标志性首个啤酒Sapporo Premium Beer、果酒品牌Somersby、英伦式Connor's Stout Porter、中国之傲——重庆啤酒、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——酒后不开车，开车不喝酒！**#CELEBRATERESPONSIBLY**

我们共有878名职员，皆以绩效为驱动力、以“酿造更美好的现在和未来” (Brewing for a Better Today and Tomorrow) 宗旨为引领。我们致力于实施“酿造未来” (Brewing Tomorrow) ESG计划，以实现2040年前全价值链净零碳排放目标。敬请浏览[www.carlsbergmalaysia.com.my](http://www.carlsbergmalaysia.com.my) 了解更多。