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Carlsberg Unveils Local Voices Behind ‘Rhythm of Harvest’

A ‘By Locals, For Locals’ film trilogy revealing the people and stories behind the celebration

SHAH ALAM, 01 July 2026 – A rhythm echoes through the fields — shaped by the rustle of rice paddy, carried in song, and brought to life through movement passed down across generations. Rooted in the spirit of harvest, Carlsberg’s *Rhythm of Harvest* is more than just a music video; it is a reflection of identity, gratitude and belonging in Sabah and Sarawak, where every note, gesture and story holds meaning.

From the vibrant cultural attire and expressive choreography to the traditional sounds and visual tributes to icons of the land — from the hornbill in flight to the peaks of Mount Kinabalu and the Rafflesia in bloom — every element is thoughtfully brought together to honour the harvest celebrations.

Building on the collaboration with local artists, including Sabahan artist Nelson Lip and Sarawakian artist T. Bagak — whose rice-inspired Carlsberg packaging designs reflected the harvest as a symbol of life and sustenance — the journey evolved into *Rhythm of Harvest*, where traditional music, dance, costume and storytelling come together in a vibrant cultural expression

This year, the lens shifts behind the scenes. Created by locals, for locals, ‘*People Behind The Rhythm*’ is a film trilogy that spotlights the voices behind the celebration, capturing the lived experiences and creative journeys behind *Rhythm of Harvest*, and offering a more intimate perspective on the harvest season.

“‘*Rhythm of Harvest*’ was always about celebrating Sabah and Sarawak in a way that feels true to the people and communities it represents. With ‘*People Behind The Rhythm*’, we wanted to step back and let those voices come through — because these are their stories, told in their own way. This is what *Raikin Bersama Sabah & Sarawak* means to us,” said Stefano Clini, Managing Director of Carlsberg Malaysia.

Through three films, *People Behind The Rhythm* traces the stories that shaped the work — from the communities whose traditions inspired it, to the creatives who brought it to life. The series is directed by award-winning Sarawakian filmmaker Sarah Lois, whose storytelling is deeply rooted in her Kelabit heritage and shaped by close collaboration with local communities to ensure authenticity and respect.



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Each film explores a different facet of the harvest experience — from personal journeys of reconnecting with one’s roots, to how music preserves memory, and how traditional movement continues to evolve across generations.

Among those featured is Melina William, lyricist of *Rhythm of Harvest*, who reflects on how music carries identity across distance. “In rediscovering my roots through music, I realised that the sounds of home stay with us wherever we go. For those who are far from home, music has a way of bringing us back — and that’s something we can be proud of, because no matter where we are, we all carry a piece of home within us,” she said.

Choreographer Arthur Darren shares how movement bridges tradition and modern expression. “Every movement carries a story. With *Rhythm of Harvest*, it honours the roots of our traditional dance while expressing it in a way that today’s generation can connect with. It’s about carrying our culture forward, not leaving it behind,” he said.

From the rhythm of the fields to stories shared across communities, Carlsberg’s *Raikan Bersama Sabah & Sarawak* brings people together — celebrating heritage, shared identity and traditions that endure.

To find out more about the harvest celebrations and ongoing promotions, visit <https://bestwithcarlsberg.my/harvest> and follow @CarlsbergMY on Facebook and Instagram for the latest updates. Remember to always **#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



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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 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

供即时发布

Carlsberg 呈现《Rhythm of Harvest》幕后本土之声

一部“本地人为本地人”理念的三部曲影片 讲述庆典背后的人物与故事

（莎亚南 2026 年 7 月 01 日讯）茫茫稻田间回荡着一段节奏，随稻浪轻轻响起，在歌声中流转延续，并在代代相传的舞姿中焕发新生。嘉士伯（Carlsberg）推出的《Rhythm of Harvest》扎根于丰收精神，不仅是一支音乐作品，更生动体现出了沙巴和砂拉越的文化认同、感恩之心和归属感，每一个音符、每一个动作、每一个故事都蕴藏着深刻意义。

从色彩丰富的传统服饰、富有表现力的舞蹈编排，到融合传统乐声与致敬两地象征的视觉元素，包括飞翔的犀鸟、神山的山峰、盛开的莱佛士花，每一元素都经过细致融合，向两地丰收节致以敬意。

这段创作之旅延续与本地艺术家的合作，包括沙巴艺术家 Nelson Lip、砂拉越艺术家 T. Bagak 所创作的嘉士伯包装设计，均以米艺术为灵感，体现出丰收生命力、滋润生活的寓意。随后便迎来了《Rhythm of Harvest》，集聚传统音乐、舞蹈、服饰和故事讲述，呈现出活力多彩的文化表达。

今年，嘉士伯将视角延伸至幕后，推出由本地人创作、为本地人呈现的《People Behind The Rhythm》三部曲，聚焦丰收庆典背后的声音，并记录《Rhythm of Harvest》的真实体验与创作历程，以更贴近的视角呈现丰收节的文化内涵。

马来西亚 Carlsberg 集团董事经理葛利尼（Stefano Clini）表示，“《Rhythm of Harvest》一直以来都致力于以真实且贴近在地的方式，呈现沙巴与砂拉越的文化及其社区精神。通过《People Behind The Rhythm》，我们希望让这些声音自然地听见——因为这些都是他们的故事，由他们跟随自己的方式表达，这也是 Raikan Bersama Sabah & Sarawak 的意义所在。”

《People Behind The Rhythm》以三部影片追溯作品背后故事，从启发创作的社区与传统文化，到推动作品实现的创意人才。该系列由屡获殊荣的砂拉越制片人 Sarah Lois 执导，她的叙事风格深深扎根于自身加拉曼族文化传承，并通过与本地社区的紧密合作，确保内容真实且尊重在地文化。

每一部影片聚焦不同的丰收主题——包括个人与自身文化根源的重新连结、音乐如何承载集体记忆，以及传统舞动如何在世代之间持续演变与传承。

影片当中人物之一是《Rhythm of Harvest》作词人 Melina William，她反思了音乐跨距离承载身份认同的概念。“通过音乐重新发现自身根源的过程中，我意识到无论我们身在何处，家的声音始终与我们同在。对离乡背井的人而言，音乐有一种带我们回家的力量，也正因如此，无论我们身在何处，心中都承载着一份来自‘家’的连接。”



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编舞师 Arthur Darren 分享道，舞蹈是连接传统与现代表达的桥梁。“每个动作都蕴含着一个故事。《Rhythm of Harvest》致敬我们传统舞蹈的根源，同时以当代表达方式呈现，让新一代更容易产生共鸣。这不仅是传承文化，更是让文化持续与发展。”

从稻田的节奏到广泛社群的共享故事，嘉士伯 Raikan Bersama Sabah & Sarawak 活动汇集各界人士，一起为文化传承、集体身份归属感、绵延的传统内涵喝彩。

浏览 <https://bestwithcarlsberg.my/harvest> 了解有关丰收节的庆典活动和最新促销，并关注 @CarlsbergMY 脸书专页和 Instagram 账号紧跟最新动态。时时谨记理性饮酒——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，你我负责——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 了解更多。