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**PRESS  
RELEASE**

## **ASAHI IGNITES ENDLESS POSSIBILITIES FOR CONSUMERS**

**Campaign launch features mash-up EDM  
music, highlights French DJ Cedric Gervais**

**BANDAR UTAMA, 30 APRIL 2015** – Japan’s No.1 premium beer, Asahi Super Dry is set to continuously ignite possibilities by bringing different elements together to create a greater experience for consumers.

At the launch party at The Roof, staying true to the brand’s DNA of igniting limitless possibilities, Asahi unveiled the Igniter, an interactive gaming device designed for the campaign to bring more enigmatic experiences to fans by offering attractive prizes worth up to RM 300,000 like gadgets, trips to Japan, cash prizes and Asahi merchandize. The Igniter will be roving into various key market squares nationwide, as Asahi “ignites possibilities” for fans and consumers. Besides the Igniter, fans of Asahi were treated to “Asahi Bar Challenge” for a chance to win RM 10,000 in cash.

Asahi gave its 800 guests a glimpse of what to expect this year by introducing an array of entertaining experiences with a creative music mash-up of DJ Mr. Fluff spinning alongside a saxophonist and a vocalist, as well as the appearance of Kyroman, who took the centre stage dressed in his signature robot suit, complete with LED lights, smoke guns and pyrotechnic special FX systems.

“Asahi has a distinctive taste thanks to the unique Japanese brewing technique known as Karakuchi, which produces the clean, crisp and refreshing with no bitter after taste that has become the signature of Asahi beers. The uniqueness of Asahi beers is a reflection of the brand’s advancement, leveraging on technologies in its brewing process. Similarly, Asahi is constantly striving to ignite possibilities for its consumers, moving into unique frontiers to excite its consumers,” said Henrik Juel Andersen, Managing Director of Carlsberg Malaysia.

In conjunction with the campaign launch, Asahi also brought well known Grammy Award winning French DJ Cédric Gervais, known for his new hit single “Love Again” and platinum-selling remix of Lana Del Rey’s “Summertime Sadness”, who gave a stellar performance for music lovers. He set the mood for the crowd and hypnotized ecstatic fans with some steady percussion, and building to blistering heights. It was an infectious night filled with positive vibes for music lovers with Asahi in their hands as Gervais made good on fulfilling the promise of that first crescendo, following it up with some rave-tastic synch storms.

Asahi will also continue to grow its base in the soft darts platform by sponsoring various darts competitions and spearheading the brand’s very own Asahi National League. The “Running Bull Challenge” that is currently roving into outlets across Peninsular Malaysia will entice more fans of the brew into the world of darting as it promises RM 20,000 in cash prizes to be won.

In line with advancement of technology, Asahi will be giving away a Bluetooth speaker with every purchase of Asahi Tower from 1 May till 30 June 2015 at participating outlets. Asahi is also offering RM4 off for every purchase of Two big Asahi bottles at coffee shops, hawker centres and food court

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For more information on Asahi, please check out <https://www.facebook.com/AsahiMalaysia>

### **About Asahi Super Dry**

Asahi means Rising Sun. Karakuchi means Dry. And the added adjective 'Super' is to reinforce the beer's crispness. Asahi Super Dry is Japan's first Karakuchi (dry) beer – the No. 1 in Japan, the No. 1 Japanese beer in the world, and one of the world's fastest growing premium Asian beers. Introduced in 1987, Asahi Super Dry, packaged with a metallic exterior/casing, boasts a unique Karakuchi style that is clean, crisp, refreshing with no bitterness.

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This media release has been prepared by Carlsberg Brewery Malaysia Berhad and is for immediate release. For further enquiries, please contact:

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## **ASAHI 为消费者激发无限的可能** 法国著名DJ Cedric Gervais与电子音乐展 现于此宣传活动

万达镇2015年4月30日讯 - 日本第一啤酒Asahi将会结合各种独特的元素，激发无限的可能，为消费者创造别致的体验。

为坚守该品牌激发无限可能的理念，Asahi在The Roof举办的宣传活动中推出了高达十尺，外观如Asahi啤酒罐，也是为此宣传活动而设计的游戏装置。通过该游戏，Asahi粉丝们可以体会更多的神秘体验。玩家只需要获取越多的Asahi啤酒罐，便有机会赢取多达三十万令吉的丰富奖品，其中包括各种配件，日本之旅，现金奖和Asahi周边产品。该游戏装置将会到全国各个主要市场巡回，为Asahi的粉丝和消费者们激发无限的可能。此外，Asahi的粉丝们也可参与Asahi单杠挑战赛，以赢取多达一万令吉的现金奖。

Asahi让多达八百名的嘉宾欣赏了具有创意的混搭音乐演奏，目睹了配有LED灯，烟雾和烟火效果以及由DJ Mr. Fluff，萨克斯风乐手，一位主唱和Kyroman机器人所呈现的音乐混搭表演。

“Asahi拥有一种独特的味道，这要感谢日本独特的酿造工艺 - Karakuchi。具有出无与伦比的纯正清爽口感，味道清新无比，没有苦涩的感觉是Asahi啤酒独有的特性。凭借该酿造工艺，Asahi啤酒的特性反映出了该品牌的优势。同样，Asahi也将不断努力地为消费者激发无限的可能，迈入独特的境界，以振奋其消费者，”马来西亚Carlsberg集团董事经理，皇德生先生说。

在这宣传活动其间，Asahi为音乐爱好者带来了出色的表演，邀请到了知名法国DJ Cédric Gervais。Cédric Gervais是Grammy Award的优胜者，更拥有知名的新单曲“Love Again”和销售量不错的混音乐，即Lana Del Rey的“Summertime Sadness”。

Asahi将会持续通过软飞镖平台，赞助各种软飞镖竞赛以及Asahi主办的全国软飞镖联赛。此外，当前巡回整个大马半岛指定销售处的“Running Bull Challenge”挑战赛，也将会吸引更多的Asahi粉丝们进入飞镖的世界，以赢取两万令吉现金奖。

为跟上科技潮流，消费者只需在指定销售处于2015年5月1日至6月30日购买一座Asahi啤酒塔，便会获得Asahi赠送的蓝牙扬声器。而在2015年4月1日至5月31日其间，若消费者在咖啡店，小贩中心或美食广场购买两大瓶装Asahi，即可享有4令吉的折扣。此外，独特的Asahi Live移动卡车，将会转化成现场乐队的舞台，于2015年3月23日至5月31日巡回大马半岛的60间传统指定销售处，娱乐消费者们。除此之外，消费者们也可参与Asahi Live移动卡车的幸运抽奖环节。

欲获知更多关于Asahi的详情，请浏览面子书 <https://www.facebook.com/AsahiMalaysia>。

### **关于Asahi Super Dry朝日啤酒**

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Asahi是“旭日”的意思。Karakuchi则意味着“干”。添加“Super”这个形容词是为了强调啤酒清新畅爽的口感。Asahi Super Dry是日本第一的Karakuchi（干）啤酒——日本排名第一，世界排名第一的日本啤酒，也是世界成长最快的优质亚洲啤酒之一。Asahi Super Dry在1987年推出市场，备有金属感十足的包装外形，具有出无与伦比的纯正清爽口感，味道清新无比，没有苦涩的感觉。

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此新闻稿是由马来西亚Carlsberg集团所提供，可即时发布。若有进一步的询问，请联络：

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