

FOR IMMEDIATE RELEASE

Press Statement 15/2024

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## Score Big with Carlsberg's Ultimate Football Staycation!

Carlsberg is rewarding dedicated football fans with the ultimate viewing party, where they can freely cheer and roar into the wee hours of the morning.

SHAH ALAM, 21 May 2024 – Carlsberg, your go-to beer for match days, is taking your love for the game to the next level with the ultimate Carlsberg Football Staycation. Last year, Carlsberg treated 280 beer lovers to an all-expense-paid private island luxury getaway to Langkawi. Building on this dedication to create moments that bring people together, Carlsberg is upping the ante this year by offering an unprecedented money-can't-buy football experience, made **#BestwithCarlsberg**.

With the highly anticipated football season just around the corner and games scheduled at odd hours, Carlsberg is all set to make consumers' football viewing experience the first-of-its-kind. Olga Pulyaeva, Marketing Director of Carlsberg Malaysia commented, "At Carlsberg, we are passionate about creating unforgettable moments for our consumers. The beautiful game of football unites people, and with the upcoming football mania about to hit the streets, we wanted to offer fans a truly unique way to experience the excitement alongside their best mates, especially during those pivotal late night and early morning matches. The Carlsberg Football Staycation is the perfect opportunity to unwind, indulge, and celebrate your love for the sport – and having Carlsberg be part of your celebration!"

The Carlsberg Football Staycation is a luxurious 2-day, 1-night escape designed to replicate the best experiences of watching football, be it at home, at the bar, and in the stadium – all bottled into one amazing experience. A total of 30 winners will be chosen to enjoy the Carlsberg Football Staycation, each winner bringing three friends, making it an unforgettable staycation where they will watch late night matches in luxury until the wee hours of the morning.

The all-expense-paid staycation for four will see winners being chauffeured from their doorsteps on a deluxe getaway, complete with accommodation, meals, and exciting activities worth RM25,000. These lucky ones will be able to unwind at a private hideaway where they will enjoy scrumptious meals prepared by a personal chef and served by their very own butler. While waiting for the action to hit the arena, a host of exciting activities takes centre stage to keep the energy going before it hits fever pitch when the live match kicks off. With a refreshing Carlsberg beer in hand, the ultimate football staycation is made **#BestwithCarlsberg**.

Running until 31 May 2024, those looking to experience the best football celebration of all time can pile up their entries by purchasing three quarts of Carlsberg Danish Pilsner or Carlsberg Smooth Draught at eateries and food courts or spend a minimum of RM50 at bars, pubs and entertainment outlets or get a 6-can pack from super and hypermarkets, 99 Speedmart, participating convenience stores on online e-Commerce sites, for this opportunity of a lifetime.

Don't miss your chance to experience the best of what football has to offer with Carlsberg by visiting [www.bestwithcarlsberg.my](http://www.bestwithcarlsberg.my). 'Like' and 'Follow' @CarlsbergMY on Facebook and Instagram for the latest updates and giveaways.



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

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For more information, please scan:



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##### About Carlsberg Malaysia

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. We also have a regional presence via exports to Hong Kong, Taiwan, Laos, Cambodia, and Thailand.

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. This Carlsberg trio is complemented by international premium brews including France's premium wheat beer 1664 Blanc, 1664 Rosé, Japan's Sapporo Premium Beer, European cider Somersby, British-inspired Connor's Stout Porter draught, and US award-winning craft beer Brooklyn Brewery as well as Tuborg Strong. Our local brands include SKOL, Royal Stout and Nutrimalt.

Our 600-strong workforce sell our products in a responsible manner within our sustainability-driven business. Our products are for non-Muslim consumers aged 21 and above. Please **#CELEBRATERESPONSIBLY** – if you drink, don't drive! Find out more at [www.carlsbergmalaysia.com.my](http://www.carlsbergmalaysia.com.my).

## 大赢一场绝佳体验 与 Carlsberg 畅享绝佳足球 Staycation

Carlsberg 献上绝佳球赛观看派对奖励足球铁粉，让他们随心所欲尖叫欢呼到天亮

（莎亚南 2024 年 5 月 21 日讯）Carlsberg 作为观赏球赛的首选啤酒，将带来 Carlsberg 足球 Staycation（Carlsberg Football Staycation），回馈消费者。去年，Carlsberg 招待 280 名啤酒爱好者到浮罗交怡，献上了费用全包的豪华私岛之旅。Carlsberg 致力于创造欢聚时刻，今年再度拉高标杆，带来金钱也买不到的足球体验，送上 **#BestwithCarlsberg** 时刻。

万众期待的足球赛事即将上演，球赛时间也非同寻常，Carlsberg 准备就绪让消费者的球赛观看体验数一数二。马来西亚 Carlsberg 集团市场总监奥加尔（Olga Pulyaeva）表示，“Carlsberg 一向来都抱着热忱，为消费者创造难忘时刻。足球是一项美好运动，具有力量团结各界人士，随着足球热潮来袭，我们希望以真正的独特方式，让球迷与好友一起感受震撼，尤其是在深夜清晨的大赛。Carlsberg 足球 Staycation 带来绝佳机会，让球迷放松享乐，为足球喝彩，还有 Carlsberg 伴随，趣味满满！”

Carlsberg 足球 Staycation 是一趟 2 天 1 夜豪华之旅，旨在重现最佳球赛观看体验，无论是家里、酒吧、体育场的氛围，皆注入这个惊艳体验。共有 30 名得奖者将被选中踏上 Carlsberg 足球 Staycation，每位还能带上三位朋友，一起在奢华环境中观看球赛，从深夜一直到天亮，迎来一场难忘体验。

这趟四人游费用全包，还有专车司机来到家门口接客，踏上豪华之旅，尽享总值 2.5 万令吉的住宿、餐饮和精彩活动。各位幸运儿能在私人胜地放松身心，享用由专属厨师准备的美味佳肴，并有专门服务员服侍。在等待现场球赛上场的同时，还有各种精彩活动登场，让球赛前后热度不减。有了清爽 Carlsberg 啤酒在手，这趟绝佳 Staycation，必将是个 **#BestwithCarlsberg** 美好时刻。

欲体验绝佳足球盛典的人士，现已能够积极投入竞赛，一直到 2024 年 5 月 31 日为止，在餐馆和美食中心购买三支大瓶 Carlsberg Danish Pilsner 或 Carlsberg Smooth Draught，或在酒吧、酒馆、娱乐场所消费至少 50 令吉，或在大型超市、99 Speedmart 连锁超市、有参与便利店的电商平台购买 6 罐套装，即可接近这个千载难逢的机会。

别错过机会与 Carlsberg 一起体验足球的美好，浏览 [www.bestwithcarlsberg.my](http://www.bestwithcarlsberg.my) 了解更多。打开面子书和 Instagram 按赞关注 @CarlsbergMY 账号，以获知最新活动以及好康送出。

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，平安到永久”！  
**#CELEBRATERESPONSIBLY**

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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, 包括香港、台湾、老挝、柬埔寨、泰国。

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 顺啤 (Carlsberg Smooth Draught)、Carlsberg Special Brew 及 Carlsberg Alcohol Free Pilsner, 还有法国优质小麦啤酒 1664 Blanc 及 1664 Rosé、日本 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。

我们拥有 600 多名员工, 都以负责任方式销售产品, 并在可持续发展的驱动下开展业务。本集团旗下产品仅供年龄 21 岁以上的非穆斯林消费者使用。理性饮酒, 你我有责, 时时刻刻牢记“酒后不开车, 平安到永久”! **#CELEBRATERESPONSIBLY**

敬请浏览 [www.carlsbergmalaysia.com.my](http://www.carlsbergmalaysia.com.my) 了解更多。