

FOR IMMEDIATE RELEASE

Press Statement 15/2018

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DRINK IN STYLE AND GET ASAHI SUPER DRY LIMITED EDITION MINI COLLECTIBLE!

Special promo introducing 135ml limited-edition Asahi Super Dry mini can

Shah Alam, 2 May 2018 – Asahi Super Dry, the No.1 beer in Japan, is proud to present its latest promotional stint with the introduction of the limited-edition release of the mini can as a gift-with-purchase of Asahi Super Dry beer, expressing a unique aspect yet refined Japanese culture in terms of miniaturization.

This special promotion, to be held nationwide from 1 May to mid-June, is intended to draw more premium Malaysian drinkers into enjoying the fresh, sophisticated taste of Asahi Super Dry.

Not only will it be a unique experience for consumers as they indulge and revel during this promotional period but also be able to savour the coldness and crispness of the mini sips from the mini can or simply add it to their favourite collectibles.

This promotion will help further capture the palate of premium Malaysian drinkers in enjoying the Asahi Super Dry in style while gifting them with a memorable limited-edition collectible as a souvenir.

The 135ml Asahi Super Dry mini can collectible is available for free upon purchase of Asahi beers at all participating outlets, supermarkets, restaurants, bars, bistros and coffee shops, for a limited period.

“Asahi Super Dry has been fast becoming Malaysia’s popular premium beer since it was unveiled eight years ago. Its sophisticated aroma and refreshing dry taste appealed to the premium beer drinkers and quickly caught on as a favourite when paired with food,” said Charles Wong, Marketing Director of Carlsberg Malaysia.

“With this special promotion, Asahi hopes to drive overall business volume, capture the palate of more premium beer drinkers and rewarding loyal Asahi consumers at the same time,” he added.

Don't lose out, indulge in the sophistication of Asahi Super Dry promotion now and take home a limited-edition mini can collectible for free!

Find out more about Japan's No.1 premium beer, Asahi Super Dry on <http://www.facebook.com/AsahiMY> or www.carlsbergmalaysia.com.my.

About the Asahi brand

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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Incorporated in 1969 and listed on the Main Board of Bursa Malaysia Securities Berhad, Carlsberg Malaysia is part of Carlsberg Group with regional investment in Singapore and Sri Lanka. Our flagship brand – Carlsberg – is one of the best-known beer brands in the world whilst Kronenbourg 1664 Blanc, Somersby, Asahi Super Dry, Connor's Stout Porter are among the key premium brands in Malaysia. Approximately 600 people work for the Company, selling our products in a responsible manner and business managed sustainability.

Find out more at www.carlsbergmalaysia.com.my

供即时发布

新闻稿 15/2018
2018 年 5 月 2 日

豪情畅饮莫忘收藏 ASAHI SUPER DRY 限量珍藏版迷你罐！

特别推荐 135 毫升限量版 Asahi Super Dry 迷你罐

莎阿南 2018 年 5 月 2 日讯 – 日本第一啤酒 Asahi Super Dry 隆重推出其最新促销，凡买 Asahi Super Dry 即送限量珍藏版迷你罐，这也正体现日本人追求独特精致兼具小巧可爱的文化。

这项全国性促销活动由 5 月至 6 月中，以带动更多马来西亚喜好精酿啤酒者畅饮滋味清爽、细腻的 Asahi Super Dry。

在这段促销期间，消费者不仅可以尽情享受小酌迷你罐所带来的滋味冷爽、细腻爽口质感，也可以将它据为自己的珍藏。

此促销借助 Asahi Super Dry 新颖体验，将有助于触动马来西亚精酿啤酒爱好者的味蕾，同时，亦犒赏他们一件值得珍藏的纪念品。

凡在促销期限内前往参与的销售处、超级市场、餐厅、酒吧、小餐厅及咖啡店购买 Asahi 啤酒，即可免费获得 135 毫升的 Asahi Super Dry 迷你罐珍藏品，促销期有限。

马来西亚 Carlsberg 集团市场总监黄冠中说：“自 Asahi Super Dry 于 8 年前登陆马来西亚，它便迅速崛起成为风行国内的精酿啤酒。其细腻香醇及清爽口感，俘获了精酿啤酒爱好者的的心，并迅速成为美食的绝配。”

他补充说：“Asahi 期望能借助这项特别促销，全面提升业绩，征服更多精酿啤酒爱好者的味蕾，亦同时犒赏 Asahi 的忠诚客户。”

千万别错过清爽的 Asahi Super Dry 促销，同时还可免费把限量珍藏版迷你罐据为己有！

欲了解日本第一啤酒 – Asahi Super Dry 详情，欢迎登录 <http://www.facebook.com/AsahiMY> 或 www.carlsbergmalaysia.com.my.

关于 Asahi 朝日品牌

Asahi 日文意即朝日。而日文辛口 Karakuchi 就是 Dry，意即爽口。配上英文形容词 ‘Super’，以凸显了它即醇又爽的超爽口感。Asahi Super Dry 是日本第一的超爽啤酒 (Karakuchi /dry beer) – 日本第一销量，世界第一销量日本啤酒，也是世界成长最迅速的亚洲精品啤酒。于 1987 年面市的金属包装/罐装 Asahi Super Dry，没有苦涩滋味，口味醇、爽、清新。

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成立于 1969 年并在大马交易所上市，大马 Carlsberg 为 Carlsberg 集团区域投资的部分，旗下包括新加坡及斯里兰卡。我们的主打品牌 Carlsberg 是世界上最为人知的啤酒品牌之一，Kronenbourg 1664 Blanc、Somersby、Asahi Super Dry, Connor’s Stout Porter 则是本地其他优质品牌。公司员工约 600 人，以负责任态度销售产品并维持业务永续发展。

更多详情，请浏览 www.carlsbergmalaysia.com.my。