

FOR IMMEDIATE RELEASE

Press Statement 32/2018

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Page 1 of 4

## ENJOY AN AWESOME WINTER PARTY IN COPENHAGEN!

**Win an all-expense paid trip to Copenhagen with your friends OR host 'Probably The Best Party' of your choice ALL on Carlsberg!**

**Shah Alam, 30 October 2018** – Ending the year on a high note, Carlsberg is rewarding three consumers with “Probably The Best Party” trip to enjoy with five buddies each in Copenhagen, Denmark; and fifty consumers get to host a private bash here in Malaysia for 80 friends, compliments of Carlsberg!

Enjoy Carlsberg or Carlsberg Smooth Draught with your beer buddies and you could be lucky winners of Carlsberg’s “Probably The Best Party” promotional campaign, which runs until end November 2018!

Grand Prize winners will get to experience an all-expense paid trip to Copenhagen, Denmark as they tour the grounds of Carlsberg’s origin with five of their buddies. It’s going to be an unforgettable one as the trip will take place in December, during winter!

The 50 First Prize winners will each get to ‘ex-beer-ience’ an amazing and unforgettable night where they get to choose a base within the participating outlets/venues to hold their awesome bash with five choices of preferred themes - Oriental, Kollywood, German, Sports or Karaoke. To top it off, the food, beers and entertainment are exclusively customised for contest winners courtesy of Carlsberg.

“The Carlsberg brand has enjoyed enormous success this year from “Probably The Most Victorious Year” campaign in conjunction with Chinese New Year; “Probably The Best Football Beer” campaign, the launch of Carlsberg Smooth Draught’s POP cap, to “Probably The Best Oktoberfest” consumer promotion. Building on this momentum, we have set the bar higher by launching “Probably The Best Party” campaign nationwide to reward our beer consumers,” said Lars Lehmann, Managing Director of Carlsberg Malaysia.

The trip to Copenhagen will be an experience to remember. Coinciding with winter, the most wonderful time of the year, it will be full of festive, fun and joy with planned city tours and pubbing to liven up the spirits. While the private bash in Malaysia will be an extraordinary and memorable event for the winners as they get to party with 80 friends at a chosen venue within the participating outlets and have a choice of five themes to choose from - Oriental, Kollywood, German, Sports or Karaoke – to revel the night away!

Get over to participating outlets now to enjoy Carlsberg, “Probably The Best Beer In The World” or Carlsberg Smooth Draught, “Probably The Smoothest Beer In The World”, and get closer to winning the ultimate trip of a lifetime or hosting the greatest shindig ever!

Remember to check the inside of the bottle caps (on all big bottles) when you enjoy Carlsberg or Carlsberg Smooth Draught at participating coffee shops and food courts. Likewise, if you are having beer nights with your buddies at participating bars and pubs, get your Gift Cards for a chance to win!

For those getting beers from supermarkets, hypermarkets and e-Commerce platforms, you too can stand to win these exciting prizes. The Gift Card is located on the inner panel of the Carlsberg or Carlsberg Smooth Draught 6-can pack. For purchases at convenience stores, you’ll be entitled to a Gift Card for purchases worth RM15 and above.

Furthermore, there’s also the limited-edition Carlsberg bottle-shaped power bank up for grabs! Just collect 18 Carlsberg or Carlsberg Smooth Draught bottles caps marked with “Hop Leaf 2018” or collect points via the Gift Cards received from participating bars and pubs in order to redeem a unit.

Don’t miss out on this grandiose once-in-a-lifetime party experience all for FREE on Carlsberg! All you need to do is ENJOY Carlsberg and be on your way to party with your friends!

For more info, follow us on [www.facebook.com/CarlsbergMY](https://www.facebook.com/CarlsbergMY) or visit [www.probablythebest.com.my](http://www.probablythebest.com.my)

#### **About the Carlsberg brand**

Probably the best beer in the world, Carlsberg is the flagship brand in Carlsberg Malaysia, a truly international beer brand available across 140 countries worldwide. The very first Carlsberg beers were brewed by Carlsberg’s founder J.C. Jacobsen in Copenhagen, Denmark in 1847 whilst the first locally brewed Carlsberg in Malaysia was in 1972.

Carlsberg, with strong association with football, has been a tournament sponsor of the UEFA EUROs since 1988, is the official partner of Liverpool FC for the last 25 years and has partnerships with five major national teams including England.

#### **For further enquiries, please contact:**

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Incorporated in 1969, Carlsberg Malaysia is 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 Thailand, Taiwan, Hong Kong and Laos.

Our international portfolio of brands features Probably The Best Beer In The World – Carlsberg, Probably The Smoothest Beer In The World – Carlsberg Smooth Draught and Probably The Best Strong Beer – Carlsberg Special Brew. This Carlsberg trio is complemented by international premium brews including France’s premium wheat beer Kronenbourg 1664 Blanc, Japan’s No.1 premium beer Asahi Super Dry, European cider Somersby, British-inspired Connor’s Stout Porter draught, US award-winning craft beer Brooklyn Brewery as well as Corona Extra, the imported premium Mexican beer brand. Our local brands include SKOL, Royal Stout, Jolly Shandy and Nutrimalt.

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## 飞往哥本哈根享受一场难忘的冬季派对!

赢一趟与友同行费用全免哥本哈根之旅或开一个你心仪的“堪称最佳派对”由 Carlsberg 全额赞助!

**莎阿南 30 日讯** – Carlsberg 全情回馈三名消费者，让他们与各自的五位朋友前往丹麦哥本哈根享受一趟“堪称最佳派对”之旅，同时，另五十名消费者可选择在马来西亚办一场 80 人的私人派对，并由 Carlsberg 全额赞助，让大家以最完美姿态结束 2018 年!

当你和友人齐欢聚畅饮 Carlsberg 或 Carlsberg 顺啤时，你即有机会成为 Carlsberg “堪称最佳派对”促销活动的幸运儿，此活动即将于 11 月尾结束!

赢得巨奖者将与他们的五位朋友享受费用全免到 Carlsberg 发源地丹麦哥本哈根一游。这趟落在今年 12 月的旅程，将会是一趟难忘的冬季之旅!

至于 50 份首奖得主，他们可到心目中的参与销售处/场地开办他们的私人派对，享受别具一格的‘俏啤’体验。得奖者可选择自己心仪的派对主题，即 Oriental (中国风)、Kollywood (考莱坞)、German(德国风情)、Sports (运动派对) 或 Karaoke (卡拉 OK)。此外，派对上的食物、啤酒及娱乐，一概为得奖者量身定制，并由 Carlsberg 独家赞助。

马来西亚 Carlsberg 集团董事经理雷盟说：“Carlsberg 今年长红，由农历新年‘齐开得胜’活动、‘堪称最佳足球啤酒’活动、Carlsberg 顺啤推介 POP 瓶盖至‘堪称最佳啤酒节’促销活动，都节节胜利。如今，我们趁势而上，推介了全国性的“堪称最佳派对”活动，以回馈啤酒消费者的支持。”

即将来临的今年冬天，将是一个充满喜庆的欢乐时节，在此刻前往哥本哈根一游，旅途势必让人回味无穷。对于在国内开私人派对的得奖者，他们则可邀约 80 位亲朋戚友到所选的地点欢聚，并可从 5 个派对主题中（中国风、考莱坞、德国风情、运动派对或卡拉 OK）任选他们最喜爱的主题之一，尽情享受一晚独特而难忘的派对!

现在赶紧前往参与销售处畅饮 ‘堪称全球最佳啤酒’ Carlsberg 或 ‘堪称全球最顺啤酒’ Carlsberg 顺啤，既有机会赢得毕生难得的一趟旅行或来一次一夜狂欢的派对!

当你在参与的咖啡店及美食中心畅饮 Carlsberg 或 Carlsberg 顺啤时，切记，开瓶后一定要检查瓶盖内侧(所有大瓶装的瓶盖)。而当你和三五知己到参与的酒吧和酒廊欢聚时，也紧记得索取礼卡 ( Gift Cards )，你即有机会赢奖!

凡于超级市场、霸级市场及电子商务购买 Carlsberg 啤酒者，你一样有机会赢取此诱人的奖品。礼卡就附加在 6 罐装的 Carlsberg 或 Carlsberg 顺啤包装内侧。至于便利店的消费者，只要购买 15 令吉或以上，即可获得一张礼卡。

此外，还有限量版 Carlsberg 瓶子形充电宝待领取! 只需收集 18 个印有 “Hop Leaf 2018” ( “啤酒花 2018” ) 的 Carlsberg 或 Carlsberg 顺啤瓶盖，或通过参与酒吧和酒廊发出的礼卡获取积分，即可兑换此充电宝。

别错过由 Carlsberg 全情赞助，毕生难得的一次费用全免的派对！只需享饮 Carlsberg，即有机会与亲朋戚友齐享受 ‘堪称最佳派对’ ！

欲知详情，请跟随 [www.facebook.com/CarlsbergMY](http://www.facebook.com/CarlsbergMY) 或浏览 [www.probablythebest.com.my](http://www.probablythebest.com.my)

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