

FOR IMMEDIATE RELEASE

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## Celebrating the Pride of Sarawak this Gawai with Carlsberg Smooth Draught Limited-Edition

Carlsberg presents Sarawakians with special-edition packaging in appreciation of Sarawak's natural wonders and harvest festival

**KUCHING, 21 May 2022** – With the gathering and celebration hiatus finally coming to an end, Carlsberg brings people together to celebrate the pride of Sarawak's heritage, traditions and natural wonders in conjunction with the exuberant Gawai Festival. Building on the success of Carlsberg's Harvest packaging and promotions last year, Carlsberg Smooth Draught stepped-up its game this year with a three-day Gawai festival to bring to life its 'Raikan Kebanggaan Sabah & Sarawak' campaign, which is exclusively for its consumers in the beautiful Borneo island.

Held at Sentosa Food Street, Kuching, Carlsberg Smooth Draught threw a culture-rich social fair at the venue decked with interactive game stations, iconic atap bar that served quality brews and Carlsberg infused traditional cocktails, tasty local delicacies, and native dance performances to revel with locals from 20 May to 22 May 2022. The Carlsberg Smooth Draught special-edition cans were widely spotted around the venue and in the hands of celebrants engaging in the action.

"Apart from launching the beautiful six special-edition cans in recognition of Sabah & Sarawak, we invite our consumers to fully immerse in the traditions of the natives by glorifying indigenous arts and culture, as we celebrate the abundance of the Harvest Festival. It's been two years since everyone has been able to enjoy a good night out with their families and friends. We are extremely excited that we are able to throw Sarawakians a pre-Gawai showcase as we usher in the biggest festival of the year," said Caroline Moreau, Marketing Director of Carlsberg Malaysia.

"Thanks to the love and support of our consumers here, Carlsberg Smooth Draught has grown significantly in Sabah and Sarawak over the last five years. This has inspired us to promote the beautiful heritage and celebrate the pride of Sabah and Sarawak with bigger and better consumer promotions to reward beer lovers here with even more memorable drinking experiences" Moreau elaborated.

At the event, visitors were able to move along to the traditional and modern harmonies of *Max Jafren Marudi's Sape* skills and *Pinanak Sentah Group* while enjoying a delectable range of local cuisine. Those who put their skills to test took part in the *Tuak Bomb Game* and walked away with exclusive Carlsberg prizes.

An artistic '*Dinding Kebanggaan*' was unveiled, which will also be a permanent fixture at Sentosa Food Street, featuring local cultural icons and the natural wonders of Sabah & Sarawak. Guests and visitors

will be able to capture moments with the art installation depicting the pride and heritage of Sabah and Sarawak when they visit the food street.

In April, Carlsberg Smooth Draught launched six artistically designed special-edition cans and bottles to celebrate the pride of Borneo. Sporting unique icons in vibrant colours, the 'Raikan Kebanggaan Sabah & Sarawak' packaging showcases a masterpiece of contemporary art and beer. The creative artworks feature icons such as the Orangutan, majestic mountains and Rafflesia of Sabah and the Longhouse, Hornbill and Sape of Sarawak.

Running from now until the end of May, consumers stand a chance to win a brand-new Samsung A22 worth RM899 when they enjoy RM90 worth of Carlsberg beers at participating bars and pubs in a single receipt. Limited-edition t-shirts, which comes in two collectible designs is redeemable at local coffeeshops and food courts with any purchase of 12 big bottles of Carlsberg Danish Pilsner or Carlsberg Smooth Draught.

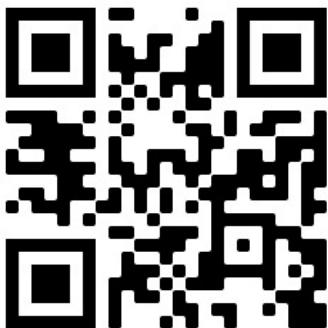
Customers who purchase any two 6-can pack of Carlsberg Danish Pilsner or Carlsberg Smooth Draught from super and hypermarkets can redeem RM5 GrabPay Credit or if beer lovers prefer purchasing a carton instead, they will then be able to redeem RM10 GrabPay Credit! Buying any two cans of Carlsberg Danish Pilsner or Carlsberg Smooth Draught in participating convenience stores will also give customers a chance to be in the running to get up to RM88 GrabPay credit.

Visit <https://carlsbergsabahsarawak.com> to find out more about promotions in-store. 'Like' and 'Follow' @CarlsbergMY on Facebook and Instagram for Carlsberg's latest activities and giveaways.

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

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For more communication materials, scan here:





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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.

Our international portfolio of brands features Probably the Best Beer In The World – Carlsberg Danish Pilsner, Carlsberg Smooth Draught and Carlsberg Special Brew. This Carlsberg trio is complemented by international premium brews featuring France's premium wheat beer 1664 Blanc, 1664 Rosé, Japan's No.1 premium beer Asahi Super Dry, European cider Somersby, British-inspired Connor's Stout Porter draught, as well as craft beers Brooklyn Brewery and Jing-A. Our local brands include SKOL, Royal Stout, Jolly Shandy and Nutrimalt.

Our approximately 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. #CelebrateResponsibly – if you drink, don't drive!  
Find out more at [www.carlsbergmalaysia.com.my](http://www.carlsbergmalaysia.com.my)

## 趁达雅节与限量版 Carlsberg 顺啤欢庆砂拉越之最

Carlsberg 为砂拉越人献上特别版包装，致敬砂拉越自然景观和达雅节

（古晋 21 日讯）欢聚时刻的钟声重新响起，Carlsberg 配合达雅节把大家聚在一起，致敬砂拉越的美丽遗产、习俗和自然景观。随着去年 Carlsberg 达雅丰收节包装与促销反应良好，Carlsberg 顺啤（Smooth Draught）今年依然精益求精，为砂拉越消费者所展开的 Raikan Kebanggaan Sabah & Sarawak（欢庆沙巴和砂拉越之最）促销活动注入活力，举办长达 3 天的达雅节欢庆活动。

Carlsberg 顺啤于 2022 年 5 月 20 日至 5 月 22 日，在古晋的七哩美食园（Sentosa Food Street）举办了充满文化色彩的庆典，与当地入共欢。活动现场设有互动游戏站之外，还有亚答屋酒吧献上其优质啤酒、以 Carlsberg 调制的传统鸡尾酒，同时也准备了各种道地美食和民俗舞蹈表演。Carlsberg 顺啤特别版罐装在活动上随处可见，到访者手里都拿着它，让欢乐时刻更美好。

马来西亚 Carlsberg 集团市场总监柯诺琳（Caroline Moreau）表示，“除了推出 6 款致敬沙巴和砂拉越的特别版罐装，我们也诚邀消费者沉浸在本地人传统，体悟原住民艺术文化，一同欢庆达雅节。大家已经有两年没得和亲朋好友共度美好的夜晚，因此能够为砂拉越人在达雅节来临之际举办这个庆典，一起准备迎接一年里最盛大的节日，我们对此感到兴奋不已。”

柯诺琳补充说：“感谢沙巴和砂拉越的消费者多多给力，让 Carlsberg 顺啤在过去五年能够在两地大幅向上。这也激发我们推广两地美丽遗产，欢庆沙巴和砂拉越之最，并带来更大更好的消费者促销、更多难忘的饮酒体验，奖励啤酒爱好者。”

到访者在活动现场享用各种本土美食的同时，也跟随着由沙贝琴家 Max Jafren Marudi 与 Pinanak Sentah Group 演奏的传统和现代曲子动起来。同时也见证勇于挑战的人，在 Tuak Bomb 深水炸弹酒游戏中大秀才能，还能把独家 Carlsberg 奖品赢回家。

配合活动绘制的 Dinding Kebanggaan 文艺壁画，将在七哩美食园长久展示，该艺术装置画上了沙巴和砂拉越的文化元素及自然景观，显出两地之最和丰富遗产，让宾客光顾该美食园时打卡留念。

Carlsberg 顺啤在 4 月份推出了 6 款艺术感满满的特别版罐装瓶装设计，欢庆沙巴和砂拉越之最。以各种独特图案色彩呈现，包括沙巴的人猿、壮丽山色、莱佛士花；砂拉越的长屋、犀鸟和沙贝琴，该包装展现当代艺术遇上现代啤酒的杰作。

即日起至 5 月尾，消费者可享有机会赢取一台价值 899 令吉的全新 Samsung A22 智能手机，只需在有参与的酒吧酒馆，凭单张收据享用总值 90 令吉的 Carlsberg 啤酒。在本地咖啡店和美食中心，购买 12 支大瓶装 Carlsberg Danish Pilsner 或 Carlsberg 顺啤的消费者，即可兑换限量版 T 恤，共有两款值得收藏的设计。

在超级市场和霸级市场，购买任何两份 6 罐装 Carlsberg Danish Pilsner 或 Carlsberg 顺啤的消费者，即可兑换 5 令吉 GrabPay 奖励；而购买一箱的消费者，即可兑换 10 令吉 GrabPay 奖励！在有参与便利店，购买任何 2 罐 Carlsberg Danish Pilsner 或 Carlsberg 顺啤，即可享有机会获得高达 88 令吉 GrabPay 奖励。

欲知更多促销详情，请浏览 <https://carlsbergsabahsarawak.com>。记得在脸书和 Instagram 点赞跟踪 @CarlsbergMY，以获知 Carlsberg 最新活动和好康。

马来西亚 Carlsberg 提倡#理性饮酒，时时刻刻记住“酒后不开车，平安到永久”。

-完-

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