

FOR IMMEDIATE RELEASE

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Probably The Best Discovery Trip of Carlsberg

Beer lovers celebrated Carlsberg's 170th anniversary in Copenhagen, Denmark

Shah Alam, 8 September 2017 – To mark the 170th years of beer discoveries, Carlsberg hosted beer lovers from all over the world to experience the impact it has had on the world of brewing and on its homeland, Copenhagen. An entourage of 32 Malaysians joined the global anniversary celebration with iconic landmarks sightseeing, art exhibitions, beer-infused food dining, special beer tastings, visits to castles and museum, walks around the home of Carlsberg founder J.C. Jacobsen, culminating to the climax of the week with Probably The Best Street Party in The World at the Old Carlsberg Road.

The Malaysian entourage, comprised of grand prize winners of Carlsberg's Probably The Best Brewery Tour contest and their partners, together with 10-year long service employees of Carlsberg Malaysia and their spouses, were given the privileged to set foot on the normally restricted areas of historical Carlsberg grounds and treated with exclusive ex-beer-ience where beers meet arts and science.

The entourage indulged in a unique Nordic cuisine served only with ingredients used in beer brewing prepared by head chef of the Carlsberg Museum in collaboration with experts from the Carlsberg Research Centre. The group visited Carlsberg Laboratory where they were briefed on how Carlsberg revolutionized the entire brewing industry improving quality through science. Before talking a stroll at J.C. Jacobsen's family villa, they also visited the 'Streets of the World' photo exhibition by photojournalist Jeroen Swolfs at the Carlsberg's old brewhouse and had special taste tasting of three types of Jacobsen brews at the Carlsberg cellars.

Visits to the New Carlsberg Glyptotek, a fine-arts museum with antique sculptures and art collections donated by Carlsberg; the Frederiksborg Castle, which launched an exhibition dedicated to J.C. Jacobsen, his son Carl Jacobsen and his contemporaries who were all part of the so-called Golden Age of Copenhagen as well as the most photographed Little Mermaid on Langelinie Promenade, donated by Carl Jacobsen, were probably the best discoveries of Carlsberg's footprints in the beautiful city of Copenhagen.

Contest winner Dr. Vijay Kumar A/L Nanta Kumar, a doctor from Sungai Petani shared: "This is an amazing trip as I admired the innovative scientific works around Carlsberg beer. Learning from the researcher at the Carlsberg Laboratory on Carlsberg's efforts in sustainable brewing,

I now have a better understanding of the natural ingredients and appreciation towards the quality of a Carlsberg beer”.

Dr. Vijay Kumar, won the trip from enjoying a Carlsberg Smooth Draught with his fellow co-worker cum friend, whom he brought along on the trip were fascinated by the brewing chemistry, technology and quality, particularly on the research to improve the use of raw materials - barley strains, hops and yeast strains.

Another contest winner from Klang Valley Mr. Wong Nai Koon who took his wife on the trip said: “This is probably the first overseas trip we have had since our honeymoon holidays 20 years ago. It was wonderful to know how a Carlsberg beer I drink regularly has such rich heritage in beer brewing and significant footprints in Copenhagen. My wife and I can’t thank Carlsberg enough for treating us this memorable VIP ex-beer-ience”.

“It was a remarkable trip for me and my god sister as this so-called Probably the Best Brewery Tour to Copenhagen has definitely exceeded our expectations! Besides getting to know Carlsberg beer much better and visiting those iconic landmarks contributed by Carlsberg, I am very impressed of the scientific and philanthropic contributions made by Carlsberg founder J.C. Jacobsen. My drinking experience of a Carlsberg beer back home would never be the same again. A glass of Carlsberg beer is more than beer but J.C. Jacobsen’s passion for brewing and the society”, Yap Pui Yee, god sister of a contest winner Shiu Siew Wah, who also celebrated her birthday in conjunction with the trip.

For more ex-beer-ience on Carlsberg’s Probably The Best Brewery Tour to Copenhagen, please visit Facebook/CarlsbergMY.

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 Beer of the Barclays Premier League since 2013 and has partnerships with five major national teams including England.

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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, Somersby, Asahi Super Dry 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 .

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堪称最佳 Carlsberg 探索之旅

啤酒爱好者齐聚丹麦哥本哈根同欢共庆 Carlsberg 170 周年庆

莎阿南 9 月 8 日讯 – Carlsberg 在其发源地丹麦哥本哈根款待来自世界各地的啤酒爱好者，共同迎接其 170 周年佳酿里程碑，一起体会它如何对当地和世界啤酒发展作出贡献。而来自马来西亚的 32 人团也参与此次的全球性庆典，有机会参观当地标志性地标、艺术展览、品尝佳酿美食、特别啤酒品鉴、参观城堡及博物馆、造访 Carlsberg 创办人 J.C. Jacobsen 的故居，并参与在旧 Carlsberg 路举行堪称世界最佳街头派对，将整个旅程带入极致高潮的终极行程。

马来西亚啤酒爱好团中包括 Carlsberg 堪称最佳啤酒厂之旅竞赛的优胜者和他们的伴侣，还有马来西亚 Carlsberg 集团服务十年员工和他们的配偶。一行人不仅可以亲临 Carlsberg 历史性厂址，还可踏入平时严禁访客的重地，感受啤酒与科学所缔造的“俏啤”（Ex-beerience）体验。

Carlsberg 博物馆主厨在 Carlsberg 研究中心的配合之下，采用了酿制啤酒的材料，为一行人准备了特色北欧美肴佳膳，让他们大快朵颐。啤酒爱好团也拜访 Carlsberg 实验室，听取了汇

报，从中了解 Carlsberg 如何通过科学为整个酿酒业的品质带来革命性的提升。在前往 J.C. Jacobsen 故居之前，他们先到 Carlsberg 旧酒厂参观了摄影记者 Jeroen Swolfs 的‘世界街道’（Streets of the World）摄影展，并在 Carlsberg 酒窖品尝了三种 Jacobsen 佳酿。

一行人也到访 New Carlsberg Glyptotek，一家珍藏 Carlsberg 所捐赠的古董雕塑和艺术品之纯艺术博物馆；而腓特烈城堡（Frederiksborg Castle）也正举行一场展览，以向 J.C. Jacobsen、他儿子 Carl Jacobsen 和同时代人物致敬，他们都是生在所谓‘哥本哈根黄金年代’（Golden Age of Copenhagen）的年代。所谓凡走过必留下痕迹，堪称最佳 Carlsberg 发现之旅也沿着 Carlsberg 美化哥本哈根的足迹，走访了最多人拍照留念的地方，即 Carl Jacobsen 所捐献的长堤公园（Langelinie Promenade）美人鱼雕像。

来自双溪大年的优胜者威惹古玛医生有感而发说：“这是一趟奇妙之旅，让我被 Carlsberg 啤酒创意科学深深的吸引。在 Carlsberg 实验室，也从研究人员口中得知 Carlsberg 致力于永

续性酿酒，如今，我对酿酒所用的天然原料有更深入了解，更赞赏 Carlsberg 啤酒酿造的品质。”

威惹古玛医生与同事兼朋友在畅享 Carlsberg 顺啤之际受幸运之神眷顾，赢得了这趟旅程，他们两人也在此次结伴同行，而双双都对酿造化学、科技及品质深深着迷，更对通过研究改良所用之原料——大麦株、啤酒花及酵母株之举，特别刮目相看。

另一名来自吧生谷的优胜者王乃君则偕同夫人同行，他说：“这堪称是自我们 20 年前渡蜜月之后的第一趟海外旅行。这趟旅程的感觉真棒，它让我了解到，我经常畅饮的 Carlsberg 啤酒原来富有酿造文化，而且还可沿着它美化哥本哈根的足迹开展发现之旅。我和太太对 Carlsberg 奖赏我们这趟难忘的贵宾‘俏啤’之旅感激不尽。”

优胜者之一徐晓华的干姐姐叶佩儿也藉此旅程庆祝生日，她说：“前往哥本哈根堪称最佳啤酒厂之旅，是我们姐妹俩最棒的旅程，它远远超越了我们的期望！除了可以更深入地了解 Carlsberg 啤酒，我们还可以参观 Carlsberg 所贡献的标志性地标。我被科学酿造所吸引，也受 Carlsberg 创办人 J.C. Jacobsen 的善举所感动。回到故土再次畅享 Carlsberg 啤酒，那种感觉已经焕然一新。一杯 Carlsberg 啤酒，它不仅仅是一杯啤酒而已，而是让人品尝到 J.C. Jacobsen 的对酿造和社会的一种热爱。”

欲进一步了解 Carlsberg 根本哈根堪称最佳啤酒厂之旅的‘俏啤’体验，欢迎登录 Facebook/CarlsbergMY。

更多咨询, 请联络:

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1969 年成立并在大马交易所主要板上市，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 是全世界最为人知的啤酒品牌之一。Kronenbourg 1664、Somersby、Asahi Super Dry 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。