

FOR IMMEDIATE RELEASE

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Carlsberg Rewards Football Fans with the Ultimate, Money-Can't-Buy LFC Experience at Anfield

Carlsberg Delivers Exclusive Access to Football's Finest Moments, Made #BestWithCarlsberg

SHAH ALAM, 29 October 2025 – Every football fan dreams of walking in the footsteps of their heroes, and for more than 15 lucky Malaysians, that dream just came true. Carlsberg, the long-standing partner of Liverpool FC (LFC), rewarded its contest winners with an exclusive, money-can't-buy experience at Anfield, complete with a VIP stadium tour, dinner and drinks with LFC legends, as well as premium hospitality for the Liverpool FC vs Manchester United match.

All throughout the winners' unforgettable journey, every detail set the tone for a premium #BestWithCarlsberg experience where they dove deep into the soul of LFC. A private, behind-the-scenes VIP tour of Anfield gave winners access few ever experience: walking through the Players' tunnel, touching the iconic 'This is Anfield' signage, taking a seat in the dugout, and standing pitch side where legends are made.

The bar was raised even higher at an intimate, truly surreal setting, where the winners enjoyed ice-cold Carlsberg while sharing stories and laughter with LFC legends, Sammy Lee, Natasha Dowie, Dominic Matteo. The candid, personal encounter transformed them from spectators into insiders.

Then came the crescendo: Sunday's electric atmosphere as the group returned to Anfield for one of football's most iconic fixtures—LFC vs Manchester United. Welcomed into the exclusive luxurious Carlsberg Lounge, the winners savoured pre-match pints and gourmet bites in an atmosphere buzzing with anticipation. As the match kicked off, the stadium erupted in waves of excitement and pride.

The emotion and scale of the trip were perfectly captured by the lucky winners themselves. "It felt like we were part of Liverpool's heartbeat," Wong Wei Chern (黄韦正) gushed. "Drinking Carlsberg at Anfield with the legends, then watching the Reds take on MU live—nothing compares to that. This was a football dream made reality. I'll be telling this story for the rest of my life."

"Sharing this journey with fellow Malaysians who love the game as much as I do, meeting legends I grew up watching, standing in a stadium I've only ever seen on screen... it was emotional. It reminded me how football — and experiences like this — bring people together. It's something I'll carry with me forever," added Lee Kien How (李健豪).

This ultimate fan journey perfectly encapsulates Carlsberg's dedication to providing unprecedented access to the best moments in life.

Olga Pulyeava, Marketing Director of Carlsberg Malaysia, affirmed the brand's commitment, "At Carlsberg, we don't just brew beer, we brew experiences. We believe our consumers deserve the best, and for football fans, it doesn't get better than being inside the action, not just watching it. This trip is a proof point of our commitment to creating access to the best, most premium experiences in the world, made #BestWithCarlsberg."



This thrilling Liverpool odyssey, following the high-energy launch of CarlsCrib earlier this year, proves once again that Carlsberg is committed to elevating the fan experience, reinforcing the fact that the best moments in life, and in football, are always made **#BestWithCarlsberg**.

As the winners flew home, still riding the high of an incredible weekend, one thing was certain; this wasn't just a trip—it was a world-class adventure that only Carlsberg could deliver.

Visit www.bestwithcarlsberg.my for up-to-date info or to learn more about future campaigns, and follow **@CarlsbergMY** on Facebook and Instagram to stay ahead of the game.

Remember to always **#CELEBRATERESPONSIBLY**, if you drink, don't drive.

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About Carlsberg Malaysia Group

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, and regional presence via exports.

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 and Wheat. Our international premium brews including France's premium beers 1664 Brut, 1664 Blanc and 1664 Rosé, as well as iconic first beer of Japan, Sapporo Premium Beer, European cider Somersby, British-inspired Connor's Stout Porter and US award-winning craft beer Brooklyn Brewery as well as Tuborg Strong. Our local brands include SKOL, Royal Stout and Nutrimalt. Our products are for non-Muslim consumers aged 21 and above in Malaysia or aged 18 and above in Singapore. Please **#CELEBRATERESPONSIBLY** – if you drink, don't drive!

Our 640 performance-driven employees are guided by our Purpose of *Brewing for a Better Today and Tomorrow* and we are committed to delivering on our ESG programme of Together towards ZERO and Beyond in our quest to achieve net zero carbon emissions throughout our value chain by 2040. Find out more at www.carlsbergmalaysia.com.my

嘉士伯带你走进红军主场 体验梦幻足球之旅

嘉士伯打造足球巅峰时刻 独家体验，尽在 #BestWithCarlsberg

（莎亚南 2025 年 10 月 31 日讯）对足球迷来说，踏上球星足迹有如人生大梦。而近日，超过 15 位幸运的大马球迷成功圆梦。嘉士伯（Carlsberg）作为利物浦足球俱乐部（Liverpool FC）的长期合作伙伴，奖励了活动获胜者，献上金钱无法买到的独家体验：亲临安菲尔德球场（Anfield），享受 VIP 球场导览、与利物浦传奇人物共聚餐饮，并尊享利物浦对阵曼联的顶级球赛体验。

在这段难忘的旅程中，嘉士伯以每一个细节精心打造 #BestWithCarlsberg 的极致体验，让球迷深入感受利物浦的灵魂。获胜者享有安菲尔德球场所安排的 VIP 私人幕后导览，迎来千载难逢的体验机会：穿越球员通道、亲手触碰标志性的 “这里是安菲尔德”（This is Anfield）牌匾、坐上球员座席，并踏上传奇诞生的球场边线。

随后的环节更将体验推向高潮，获胜者在难以置信的私密场合中，一边享用冰爽嘉士伯，还与利物浦传奇人物萨米李（Sammy Lee）和娜塔莎多维（Natasha Dowie）面对面交流，分享足球趣事，笑声不断。次日，多米尼克马特奥（Dominic Matteo）也惊喜现身，为活动增添更多传奇色彩。这场真挚而近距离的互动，不仅打破了球迷与偶像之间的界限，更让参与者从单纯的观众，转变为真正的“圈内人”，留下难以忘怀的珍贵回忆。

高潮时刻终于到来：在安菲尔德球场，球迷们迎来了足球界重头戏之一：利物浦对阵曼联。他们受邀进入到嘉士伯贵宾厅（Carlsberg Lounge），在充满期待的氛围中享用赛前啤酒与精致小吃。随着球赛正式开打，球场瞬间沸腾，激动与自豪的情绪在看台间此起彼伏。

对于这趟旅程的情绪和规模，幸运获奖者黄韦正（Wong Wei Chern）说，“感觉自己仿佛成为了利物浦大家庭的一份子，在安菲尔德球场与传奇球星共饮嘉士伯，然后亲眼见证红军对阵曼联的世纪大战，真的没有什么能与这样的体验相比。我的人生足球梦终于实现了，这段经历将成为我一辈子津津乐道的故事。”

李健豪（Lee Kien How）也分享了他的感受，“能够与一群同样热爱足球的大马同胞一同踏上这段旅程，亲眼见到我从小崇拜的传奇球星，站在那个我过去只能在荧幕上看到的球场……真的非常感动。这次经历让我再次深刻体会到足球的魅力，也让我感受到它如何凝聚人心。这段旅程，我会永远铭记在心。”

这场极致球迷之旅，完美诠释了嘉士伯奋力提供前所未有的机会，让消费者体验人生中最美好的时刻。

马来西亚 Carlsberg 集团市场总监奥加尔（Olga Pulyaeva）表示，“Carlsberg 嘉士伯不仅酿造啤酒，更酿造体验。我们始终相信，消费者值得拥有最好的，而对球迷来说，没有什么胜过亲身到赛场体验一切，身临其境。这趟旅程证明了我们兑现承诺的最佳例证，为消费者带来全球最佳、最精致的体验，尽在 #BestWithCarlsberg。

嘉士伯继上半年 CarlsCrib 活力引爆之后，这次利物浦之旅再度证明了嘉士伯不断提升球迷体验的承诺，彰显生活与足球中最精彩的时刻，始终#BestWithCarlsberg。

当获胜者满载而归，回味这段精彩绝伦的周末旅程，此趟旅程也肯定了一件事：这一世界级体验，唯有嘉士伯才能实现的世界级体验。

浏览 www.bestwithcarlsberg.my 跟进最新动态、发现未来活动，并关注 @CarlsbergMY 脸书和 Instagram 让消息更灵通。

理性饮酒，你我有责，牢记不忘：酒后不开车，开车不喝酒！**#CELEBRATERESPONSIBLY**

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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。

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 Smooth Draught、Carlsberg Special Brew 及 Carlsberg Alcohol Free Pilsner and Wheat，还有国际优质啤酒：法国优质啤酒 1664 BRUT、1664 Blanc 及 1664 Rosé、日本标志性首个啤酒 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。本集团旗下产品仅供马来西亚年龄 21 岁以上、新加坡年龄 18 岁以上的非穆斯林消费者饮用。理性饮酒，你我有责，时时刻刻牢记记住“酒后不开车，开车不喝酒”！**#CELEBRATERESPONSIBLY**

我们共有 640 名员工，皆以绩效为驱动力，并秉承“酿造更美好的今天和明天” (Brewing for a Better Today and Tomorrow) 宗旨，我们致力于实施“共同迈向并超越零目标” (Together towards ZERO and Beyond) ESG 计划，以实现到 2040 年全价值链净零碳排放目标。敬请浏览 www.carlsbergmalaysia.com.my 了解更多。