

Carlsberg consumers awed by BPL legends at the Ultimate Football Retreat

SEPANG, November 25, 2014 – Carlsberg, as the official beer of Barclays Premier League (BPL), fulfilled the dreams of more than 300 football diehards to meet their football heroes in the flesh, as it kicked-off the Ultimate Football Retreat recently at AVANI Sepang Goldcoast Resort.

This once-in-a-lifetime experience rewarded Carlsberg consumers from Malaysia and Hong Kong to a football weekend getaway of watching big matches live on big HD screens, meeting four BPL legends, Dennis Wise, Steve McManaman, Gianfranco Zola and Sol Campbell as well as the chance for four luckiest consumers to win an all-expense paid trip to the UK to watch a BPL match live.

In true Carlsberg spirit, the retreat not only strengthened the friendships amongst football buddies, but also saw new ties forged as fellow Carlsberg fans bonded over their mutual love for the beautiful game.

The 2-day 1-night getaway was the stuff of dreams for the football diehards, with an incredible line-up of engaging games, an up-close and personal session with the four BPL legends, premium accommodations and unique football viewing experiences, all courtesy of Carlsberg, the official beer of BPL.

It was a sweet homecoming of sorts for Dennis Wise, Gianfranco Zola and Steve McManaman with the warm reception from their loyal fans at the retreat while Sol Campbell's first visit to Malaysian soil was celebrated with Carlsberg's famous hospitality.

Ex-Liverpool playmaker Steve McManaman and former Chelsea stars Dennis Wise and Gianfranco Zola shared similar sentiments, that they had been anticipating their return to Malaysia and looked forward to enjoying the getaway as well as meeting the Malaysian fans.



This being his first visit to Malaysia, former Arsenal and England captain Sol Campbell said, "I'm excited to enjoy the beautiful beaches and experience the warmth and friendliness of the Malaysian football fans I have heard so much about."

Henrik Juel Andersen, Managing Director of Carlsberg Malaysia, said "The Ultimate Football Retreat is no ordinary weekend and certainly no ordinary retreat for the football fans and Carlsberg consumers who have managed to gain entry."

"In the past, we have organised meet-and-greet sessions with football legends here in Malaysia and sent lucky Carlsberg consumers to watch BPL matches live in the UK. This year, we raised the bar by creating the first-of-its-kind football weekend getaway for our Malaysian consumers that was so ultimate that we even invited Carlsberg Hong Kong to take part," he added.

Andersen was joined by Ted Akiskalos, Managing Director of Carlsberg Hong Kong, who had brought consumer promotion winners from Hong Kong to meet the legends.

During the meet-and-greet session, legends posed for photos and signed autographs for their fans and the thrills continued as consumers spent the afternoon playing football related games such as the ZigZag Football, Football Pong and Bubble Football with the legends.

After dinner with the legends, fans were treated to live Barclays Premier League action with Man City taking on Swansea, followed by Arsenal versus Man United.

The legends joined pundits Adam Carruthers and Abbas Saad to deliver pre-game, halftime and post-game shows as Astro Supersports BPL Weekend broadcasted live from the viewing party.

Fans can go to Carlsberg's Facebook page at <https://www.facebook.com/CarlsbergMY> to take part in Carlsberg promotions and events coming up in the 2014/2015 BPL season.

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PRESS
RELEASE

Carlsberg 为“终极足球之旅”

英超联赛传奇球星所惊叹

雪邦25日讯-作为英超联赛官方啤酒，Carlsberg近日于雪邦黄金海岸度假村AVANI实现超过300名幸运粉丝的梦想——与足球英雄会面并近距离接触，展开了“终极足球之旅”。

这一次，Carlsberg回馈大马与香港顾客一趟千载难逢的周末旅游，大家一起在高清屏幕前观赏足球大赛，与英超联赛四大传奇球星丹尼斯怀斯、史蒂夫麦克马纳曼、吉安弗朗哥佐拉及索尔坎贝尔会面。同时，四名幸运顾客将有机会赢取到英国现场观赏英超联赛的全免旅游。

为了体现Carlsberg精神，“终极足球之旅”不但增强胜出者之间的友谊，同时也为拥有共同喜好的粉丝创建友谊的桥梁。

在那两天一夜的度假之旅，英超联赛官方啤酒商Carlsberg也为参加者带来一连串的游戏，与四位传奇球星的亲密接触时光、优质住宿及独特的观赏足球赛体验。

对于其中三位重返大马的传奇足球明星——丹尼斯怀斯、吉安弗朗哥佐拉及史蒂夫麦克马纳曼而言，这是一趟“回家”的甜蜜之旅。至于首次来马的索尔坎贝尔也获得Carlsberg的热情款待。

利物浦前中场球员史蒂夫麦克马纳曼、切尔西前中场球员丹尼斯怀斯及吉安弗朗哥佐拉感同身受，他们都很期待与大马粉丝会面及一起享受这趟旅程。

首次来马与大马粉丝会面的前阿森纳与英格兰球队队长索尔坎贝尔说：“很久以前已经听过不少人说大马人的热情及友善，这次终于可以亲身验证，我也很开心看到这美丽的沙滩！”

大马Carlsberg 集团董事经理皇德生说：“终极足球之旅是我们为大马顾客及得奖者带来的非一般旅游。”



他补充：“过去我们在大马举办传奇球星的见面会，也曾把超级粉丝送到英国现场观赏他们的球赛，如今我们更上一层楼，创造一个特别，独一无二的终极之旅，我们很高兴香港Carlsberg也能够参与其中。”

皇德生在香港Carlsberg集团董事经理 Ted Akiskalos下参与这项旅程，后者也携带了在香港区促销活动胜出者来马与球星会面。

球星们在旅程的最初与粉丝合照及为他们签名，更令参与者兴奋的是他们的午后时光是与球星一起进行足球活动如ZigZag Football、Football Pong 及Bubble Football。

与传奇球星共进晚餐后，粉丝们也有机会观赏英超联赛，即曼城对垒斯旺西及阿森纳对垒曼联的赛事。

球星们也加入评论员Adam Carruthers及Abbas Saad一起呈现英超联赛周末赛的上半场、中场及下半场赛事，Astro Supersports 频道将从“终极足球之旅”现场直播该项体育节目。

粉丝可到Carlsberg 面子书专页 <https://www.facebook.com/CarlsbergMY> 了解及参与Carlsberg在2014/2015 足球赛赛季的促销活动。

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