

FOR IMMEDIATE RELEASE

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Carlsberg Golf Classic Welcomes Golfers Back to The Green

SHAH ALAM, 29 June 2022 – After a two-year hiatus due to the COVID-19 pandemic, Carlsberg Smooth Draught welcomes all avid amateur golfers back to *The Smoothest Golf Tournament? Probably*, this year with more than RM1.6 million worth of prizes up for grabs at this year's Carlsberg Golf Classic 2022.

Since the first tee-off in 1993, the Carlsberg Golf Classic has been supporting the development of local golf clubs for almost 30 years. To many in the industry, it is widely known as the biggest and longest-running amateur golf series, exclusively open for members of the country's most iconic and prestigious golf clubs.

"Our investments behind the three-decade long Carlsberg Golf Classic tournament shows our unwavering support towards the sport, the golfing fraternity and the golfing industry. To us, Carlsberg is all about bringing people together for 'CELEBRATION', hence, we upped the game this year with greater prizes and excitement for both avid and new golfers to play, network and talk about golf in a fun, exciting and less competitive setting," said Stefano Clini, Carlsberg Malaysia's Managing Director, during the media launch at The Saujana Golf & Country Club.

"Proud to be *Probably The Smoothest Golf Tournament*, we've raised the bar this year with the first-edition of Carlsberg Golf Festival in conjunction with the National Finals, novelty shots on the green, and complemented by our signature brews, including – Carlsberg Smooth Draught and the non-alcoholic beverage – Somersby 0.0 sparkling fruit juice," Clini added.

From July to November 2022, the tournament anticipates hosting more than 3,800 golfers across 32 participating golf clubs nationwide, battling it out at some of the country's toughest yet most scenic golf courses. Amongst the 32 preliminary legs, 18 legs will take place in Klang Valley, five down south, three up north, four in Sabah and two in Sarawak.

This year, there will be two Hole-in-One prizes at the National Finals courtesy from Mercedes Benz Malaysia – the A200 Sedan & E200, while golfers will also stand a chance to snag Hole-in-One prizes, consisting of Garmin Approach Z80, Garmin Fenix 5 plus titanium, and a pair of 'Adidas Dress Like a Pro' outfit worth RM2,000 at the Qualifying Round.

Nett and gross winners will win the Garmin Approach S62 smartwatch and beautiful Titoni Slenderline Quartz timepiece respectively.

The success of the tournament is thanks to the support of Carlsberg Golf Classic's long-standing partners. The official partners of the Carlsberg Golf Classic 2022 are Mercedes-Benz, Adidas, TaylorMade, Titoni, Garmin and Glen Moray. For more information on Carlsberg Golf Classic and the upcoming Carlsberg Golf Festival, visit www.facebook.com/CarlsbergMY.

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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 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

Carlsberg 经典高尔夫球赛欢迎球手重返球场

（**莎亚南 6 月 29 日讯**）由于疫情被迫中断两年的赛事重启，Carlsberg 顺啤（Carlsberg Smooth Draught）欢迎所有热爱高尔夫球的业余球手，重返马来西亚堪称最佳高尔夫球赛。2022 年 Carlsberg 经典高尔夫球赛（Carlsberg Golf Classic）拥有总值逾 160 万令吉的奖品等待赢取！

自 1993 年开球以来，Carlsberg 经典高尔夫球赛近 30 年来不断助力本地高尔夫球俱乐部的发展。对许多业内人士而言，这项球赛号称是最大型、历史最悠久的业余高尔夫球赛，并开放给国内著名和具有有声望高尔夫球俱乐部的会员参加。

马来西亚 Carlsberg 集团董事经理葛利尼（Stefano Clini）在 The Saujana Golf & Country Club 举办的媒体发布会上说道，“我们近 30 年来对 Carlsberg 经典高尔夫球赛的投入，彰显我们对这项运动、高尔夫球界和领域的坚定支持。对我们而言，Carlsberg 致力于让大家齐来欢庆，因此我们今年锦上添花，为高尔夫球的爱好者和新球手带来更棒的奖品、更精彩的赛事，让他们在好玩、精彩、竞争力温和的环境下打球交流。”

葛利尼补充，“我们很荣幸成为‘堪称最佳高尔夫球赛’，因此在今年更上一层楼，配合全国决赛举办首届 Carlsberg 高尔夫球节（Carlsberg Golf Festival），在绿野中绽放精彩，搭配我们的啤酒 Carlsberg 顺啤，以及无酒精的 Somersby 0.0 气泡果汁，气氛更佳。”

从 2022 年 7 月至 11 月，这项球赛将在全国 32 家有参与的高尔夫球俱乐部，迎来预计逾 3800 名高尔夫球手在全国最具有挑战性、风景诱人的球场比拼。初赛共有 32 场，其中有 18 场在巴生谷地区、5 场在南马、3 场在北马、4 场在沙巴、2 场在砂拉越。

今年的全国决赛一杆进洞奖品共有两份，即由 Mercedes-Benz 所提供的 A200 轿车及 E200 轿车；球手们也享有机会在初赛赢取一杆进洞奖品，包括 Garmin Approach Z80 激光测距仪、Garmin Fenix 5 plus titanium 智能手表，以及总值 2 千令吉的 Adidas Dress Like a Pro 套装。

净杆和总杆的获胜者，可分别赢取 Garmin Approach S62 智能手表和 Titoni Slenderline 石英手表。

此项球赛的成功少不了 Carlsberg 经典高尔夫球赛长期合作伙伴的支持。Carlsberg 经典高尔夫球赛的官方合作伙伴包括 Mercedes-Benz、Adidas、TaylorMade、Titoni、Garmin 及 Glen Moray。更多关于 Carlsberg 经典高尔夫球赛及 Carlsberg 高尔夫球节的详情，浏览 www.facebook.com/CarlsbergMY。

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