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**PRESS
RELEASE**

CARLSBERG BEER TASTERS HIRED!

“Beer Taster - Dream Job Come True for Two Carlsberg Consumers!”

SHAH ALAM, October 8 – Still hunting for your dream job? Well, the job hunt has ended for two Carlsberg beer consumers Wilson Lim, groom-to-be from Rawang and Jeffvinder Singh Shandu tech geek with an even greater passion for beer, both outshined 18,000 applicants and scored probably the best job in the world – Carlsberg beer tasters!

As the job title suggests, Carlsberg beer tasters Wilson and Jeffvinder shared the art of tasting and brewing a Carlsberg beer, techniques to pour a perfect pint as well as the ingredients and superior quality of Carlsberg brews at several entertainment and refreshment outlets in Klang Valley. They got the most out of their dream job as they made new friends while recruiting and engaging consumers, and earned RM10,000 pay check each in just 8 hours.

Jeffvinder, an approachable chap, was in the mixed feelings of shock and happiness when he was first named the Carlsberg Beer Taster: “It’s insane! I am glad I’ve done enough for Carlsberg to give me this awesome job! I thought it was too good to be true when I first saw the recruitment ad on Facebook, I knew it should not ignored and applied for it”.

“I was challenged to perform a few difficult tasks at the job interview. I am glad that the experience was useful when I was out on-duty as Carlsberg Beer Taster to taste, serve and promote Carlsberg to other beer drinkers!” Jeffvinder, a Liverpool fan who loves catching a football game with his mates over a Carlsberg added.

“It was my fiancé who encouraged me to apply! She was also the woman behind the camera of my video submission. What a dream job and great experience Carlsberg has given to me!” Wilson overjoyed.

“The past two evenings working as Carlsberg Beer Taster was all about interacting with beer drinkers, playing the role of ambassador of Carlsberg beer and enjoying the company of my buddies over an ice-cold Carlsberg. I am so excited to receive the RM10,000 pay check from Carlsberg. With the money, I can afford to have a fancy wedding for my wife-to-be and treat my family, friends with Carlsberg beers,” Wilson said with a wink.

The “If Carlsberg Did...” campaign launched in June this year has unveiled two advertisements supported by web videos illustrating what the “world” would be “*If Carlsberg did fitting rooms*” and “*If Carlsberg did meeting rooms...*”. The Carlsberg Beer Taster recruitment advertisement complements the “*If Carlsberg did meeting rooms...*” advertisement. Carlsberg wanted to bring the brand’s promise to life in striving to deliver the best for its consumers. Carlsberg figured the ultimate beer experience for beer lovers would be by offering them “*Probably The Best Job In The World*”.

Diehard fans they were, but at Carlsberg, we look for the one who live, breathe and walk the talk of Carlsberg. It was not easy at all to stand out in the crowd of 18,000 candidates. After an arduous task reviewing thousands of applications, 350 candidates were shortlisted where they were asked to submit a photo or video telling why they want to be a Carlsberg Beer Taster. After much due diligence, 25 candidates were invited to a final job interview at the Carlsberg Malaysia’s brewery in Shah Alam.

Personality and behavioral test? That’s a given! Incredibly high IQ with prepared answers? Boring! Carlsberg took the interview to a whole new level one can’t completely prepare for. From a competitive group-based interview, to hands on experience in beer tasting, beer bottle opening, beer pouring and customers’ service to test if the candidates have what it takes to be Carlsberg Beer Tasters!

Our panel of judges were none other than the Carlsberg Master Brewer, Peter Wachenschwanz, Supply Chain Senior Manager, David Tan, and Corporate Communications and CSR Director, Pearl Lai.

Have they lived up to our high expectations? Peter Wachenschwanz, Brew Master was particularly impressed by Jeffvinder: “He’s the only contestant who almost guessed it right - that all tested beers were a Carlsberg. It takes a true Carlsberg drinker to tell – he proved it!”

“It was fantastic seeing all candidates’ burning passion for the brew and the job throughout the interview process. All of them performed exceptionally well but only two beer tasters were required at the moment. Thanks to all 18,000 applicants for their participation and the shortlisted candidates for their ambassadorship,” Pearl Lai, Corporate Communications and CSR Director commented.

Mind blowing? Tough job? Of course, we had to film it all along the way. We leave it to you to check out our Carlsberg Facebook for the videos on what it takes to be a Carlsberg Beer Taster.

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About Carlsberg Malaysia

Today, Carlsberg Malaysia manufactures beer, stout and other malt related beverages. Sales and distribution of beer, stout, cider and other beverages are carried out by its subsidiaries Carlsberg Marketing Sdn Bhd, Carlsberg Singapore Pte Ltd and associate company Lion Brewery (Ceylon) PLC in Sri Lanka.

Carlsberg remains the flagship brand and is committed to growing its place in the hearts and minds of Malaysian beer drinkers by staying in tune with the needs and demands of our strong consumer base. The Carlsberg Malaysia Group also has a wide portfolio of leading international brands that include Kronenbourg 1664 and Kronenbourg 1664 Blanc, Asahi Super Dry, Somersby Cider, Danish Royal Stout, Connor’s Stout Porter, SKOL, Corona Extra, Jolly Shandy and other third-party imported brands like Budweiser, Stella Artois, Becks, Fosters, Hoegaarden, Erdinger, Franziskaner, Tetley’s Ale and Grimbergen.

This media release has been prepared by Carlsberg Brewery Malaysia Berhad and is for immediate release. For further enquiries, please contact:

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