

FOR IMMEDIATE RELEASE

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CARLSBERG USHERS CNY 2020 FOR THE FIRST TIME IN MIRI

Hundreds at Miri Times Square witnessed Probably The Best lion dance performance and grabbed chances to take home limited-edition 3-litre Carlsberg bottles and other FREE beers!

Miri, 18 January 2020 – Ushering the year 2020 with double prosperity, Carlsberg unveiled its Chinese New Year (CNY) campaign ‘Double Cheers. Double Winnings.’ offering consumers chances to double-up their rewards to win a limited-edition gigantic 3-litre Carlsberg bottle, Carlsberg Smart Mini Bar and many other interesting prizes this festivity!

Inspired by the Chinese saying that good things come in pairs and following the unique occurrence of the year 2020, Carlsberg craftily illustrates the art of red paper cutting featuring ‘fish’ to symbolise abundance and ‘lion dance’ for prosperity on all Carlsberg and Carlsberg Smooth Draught CNY festive cans and bottles.

Held at Miri Times Square, Carlsberg brought to life ‘Double Cheers. Double Winnings.’ in true festive spirit to media and trade partners by a lively acrobatic lion dance performance and Probably The Best Lou Sang as they paired quality brews of Carlsberg Malaysia with a sumptuous buffet spread.

To elevate the concept of double, Marketing Director Caroline Moreau said in an opening speech, “Carlsberg wishes our beer lovers double prosperity in this Lunar New Year with our rewarding ‘Double Cheers. Double Winnings.’ promotion. Exciting and awesome prizes are up for grabs including the limited-edition gigantic 3-litre Carlsberg bottle and the 3-in-1 multi-function Carlsberg Smart Mini Bar, the perfect addition to CNY reunions and celebrations which will even double the happiness with your family and loved ones!”

Only available in Malaysia, Carlsberg is giving away more than 2,000 units of the 3-litre Carlsberg bottle this CNY. To date, more than 700 lucky winners have emerged following their purchases at participating hypermarkets, convenience stores, e-commerce sites; and for those who enjoyed our beers at participating bars, restaurants, coffee shops and food courts!

Invited guests and members of the public also had chances to take home the limited-edition 3-litre Carlsberg bottle via an interactive digital engagement game at Miri Times Square. Want to be a winner and bring home your very own Carlsberg bottle to double up the festivities this CNY? Head to participating coffee shops or food courts and check underneath the bottle caps for purchases of Carlsberg (640ml) or Carlsberg Smooth Draught (580ml) big bottles.

If you’re stocking up on beers for that double cheers moment with friends and family, get rewarded with instant prizes including Carlsberg’s elegant and sleek glassware and more! Grab your chances for a doubled winning when you Snap and Win your way to proudly own the limited-edition 3-litre Carlsberg bottle.

Gaining attention for its sleek and modernistic design at participating hypermarkets and convenience stores this CNY period is the Carlsberg Smart Mini Bar that boasts a modernistic design of a table equipped with a built-in fridge and is fitted with Bluetooth speaker and USB charger functionalities. Ease your worries of storing and chilling beer for perfect enjoyment

during family reunions or festive open house sessions as the Carlsberg Smart Mini Bar can store almost 150 cans!

Want to get your hands on the Smart Mini Bar? Simply purchase 2 cartons of Carlsberg and/or Carlsberg Smooth Draught and 1 carton of 1664 Blanc, Somersby or Asahi at participating hypermarkets or purchase RM20 and above of Carlsberg Malaysia products at participating convenience stores to be eligible for the weekly draws with chances to win a Carlsberg Smart Mini Bar or a 1664 Blanc-branded Mini Chiller.

Come celebrate the CNY festivities in great spirit with the limited-edition 3-litre Carlsberg bottle, Carlsberg Smart Mini Bar and more while savouring Probably The Best Brews by Carlsberg Malaysia. For more information on all ongoing CNY promotions or events, visit www.probablythebest.com.my or follow us on Facebook at www.facebook.com/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 beer was brewed by Carlsberg's founder J.C. Jacobsen in Copenhagen, Denmark in 1847 whilst the first locally brewed Carlsberg in Malaysia was in 1972. The Carlsberg portfolio in Malaysia includes the Carlsberg Danish Pilsner, Carlsberg Smooth Draught featuring the innovative POP cap and Carlsberg Special Brew.

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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 Blanc, Somersby, Asahi Super Dry, Connor's Stout Porter 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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Carlsberg ‘双饮双赢’迎接新年，首次与美里同欢共庆

Carlsberg 推介 ‘双饮双赢’ 大奖赏活动，让啤酒爱好者有机会把限量版巨型 Carlsberg 酒瓶及其他丰富赢回家过年

美里 18 日讯 – Carlsberg 推出 “双饮双赢” 迎接 2020 农历新年，让消费者在这个新年获得双倍丰收，有机会连庄得奖，可以赢取限量版巨型 3 公升、Carlsberg 智能迷你吧及其他丰富的奖品！

Carlsberg 从俗语好事成双及 2020 这对数字获得启示，利用中华剪纸技艺的对剪法，创出了寓意年年有余的双鱼图以及象征祈福送福的双狮图，这两个吉祥图都跃现在所有 Carlsberg 及 Carlsberg 顺啤的罐子和瓶子之上。

Carlsberg 在 Miri Times Square 举行 “双饮双赢” 推介礼，让现场媒体及商业伙伴前都沉浸在浓浓的欢乐过年氛围中，全场一起观赏精彩舞狮表演，齐捞堪称最佳捞生，齐享堪称最佳捞生以及丰富自助餐配马来西亚 Carlsberg 的佳酿。

Carlsberg 市场总监柯诺琳在开幕词中把 ‘双’ 的含义说得更到位，她说：“Carlsberg 通过新年 ‘双饮双赢’ 活动，双倍奖赏忠实的啤酒爱好者，让他们高唱奖励丰收。我们还有许多丰富奖品待送出，包括限量版巨型 3 公升 Carlsberg 酒瓶以及 3 合 1 多功能 Carlsberg 智能迷你吧，都是可以在团圆饭和新年聚餐大派用场的礼物，也能为家人带来双倍的节日喜庆气氛！”

Carlsberg 在这个新年独家派送的 3 公升 Carlsberg 酒瓶，全马来西亚限量送出超过 2000 樽。截至今日，全国参与促销的超市、霸市、便利商店、电商平台、酒吧、餐厅咖啡点及美食中心已经送出了超过 700 樽给名幸运儿！

在推介礼现场，受邀嘉宾和公众人士也可通过互动数码游戏赢取这樽令人瞩目的限量版 3 公升 Carlsberg 酒瓶。凡是想以 Carlsberg 酒瓶把新年气氛推向高潮，消费者只要在参与促销的咖啡店或美食中心购买大瓶装的 Carlsberg (640 毫升)或 Carlsberg 顺啤 (580 毫升) 即可，但别忘了检查瓶盖底部。要饮才会赢，预备啤酒款待亲友，不但可以与亲友 ‘博感情’，而且即买即得精致奖品，包括高雅的 Carlsberg 酒杯！也别错失连庄得奖的机会，只需拍照即有机会赢取一樽限量版 3 公升 Carlsberg 酒瓶。

至于参与促销的便利商店，今年最引人瞩目的是一台充满时尚设计感的 Carlsberg 智能迷你吧。这台炫目 Carlsberg 迷你吧集多功能于一体，拥有内置冰箱、蓝牙扬声器及 USB 充电器，并可以冷藏接近 150 罐啤酒，让你不愁没有地方储放啤酒或没有冰爽啤酒招待聚餐的家人朋友！

想拥有这台智能迷你吧，方法很简单，只要在参与的霸市购买 2 箱 Carlsberg 及/或 Carlsberg 顺啤以及 1 箱 1664 Blanc、Somersby 或 Asahi；或者在参与的便利商店购买 RM20 以上的马来西亚 Carlsberg 产品，即获得资格参加每周抽奖，以赢取一台 Carlsberg 智能迷你吧或一台 1664 Blanc 品牌迷你冷藏箱。

让我们一起举杯畅饮马来西亚 Carlsberg 堪称最佳佳酿，同时赢取限量版 3 公升 Carlsberg 酒瓶、Carlsberg 智能迷你吧等奖品，过一个丰收的新年。欲了解更多关于新年促销及活动，敬请浏览 www.probablythebest.com.my 或跟随我们的脸书专页 www.facebook.com/CarlsbergMY。

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