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Carlsberg Smooth Draught Celebrates Bornean Cultural Pride with the 4th Year of #RaikanKebanggaan Sabah & Sarawak campaign

Consumers are in for a vibrant fun-filled celebration this Gawai and Kaamatan as Carlsberg Smooth Draught delivers the best of Sabah and Sarawak's Bornean culture.

SHAH ALAM, 14 May 2024 – The 'Raikan Kebanggaan Sabah & Sarawak' campaign by Carlsberg Smooth Draught is back by popular demand for its fourth consecutive year, and promises to bring even more artistic vibes to celebrate the pride of Sabah and Sarawak's heritage, culture, and natural wonders.

Continuing the brand's mission in promoting the people and culture of Sabah and Sarawak through supporting 'By Local, For Local', Carlsberg Smooth Draught once again collaborates with local tattoo artist legends Ernesto Kalum and Carlos Benny to relaunch last year's artist-edition packaging featuring the iconic Hornbill and Orangutan, the traditional Longhouse, the classical Sape, as well as the rare Rafflesia and the magnificent Mount Kota Kinabalu.

That's not all! The six masterpieces that adorn the Carlsberg Smooth Draught cans and bottles now leap off the canvas as it takes centre stage in a collectible six-coaster gift set. Consumers can collect the miniature portraits, each serving as an individual coaster showcasing a captivating icon. When all six coasters are placed together, they reveal a breathtaking mural celebrating the local pride and beautiful wonders of Sabah and Sarawak, making every drinking occasion in Borneo *#BestWithCarlsberg*.

"We believe that celebrations are always best with Carlsberg Smooth Draught. This Gawai and Kaamatan, we are raising a glass not just to the stunning culture and nature of Sabah and Sarawak, but also to the incredible spirit of community so warmly felt here. In addition to the relaunch of 'Raikan Kebanggaan Sabah and Sarawak' artist-edition packaging and promotions, we raised the bar by hosting an immersive experiential event in Kuching and sponsoring several Gawai and Kaamatan festival celebrations for our Sabahan and Sarawakian friends," said Olga Pulyaeva, Marketing Director of Carlsberg Malaysia.

Currently running, consumers in Sabah and Sarawak can stand a chance to win cool gadgets with the likes of an iPhone 15 Pro, an iPad Air, or an Apple Watch Series 9* with any purchase of RM120 worth of Carlsberg Danish Pilsner or Carlsberg Smooth Draught at any participating bars and pubs; 4 big bottles at food courts and coffee shops; a carton at super/hypermarkets or 2 cans from convenience stores, retail outlets or 99Speedmart respectively. Except for convenience stores, and also 99Speedmart, consumers can also redeem an exclusive artist-edition coaster gift set with their purchase, while stocks last.



Come 22nd to 25th May from 5pm to 11.30pm, the Carlsberg Smooth Draught's *Carls Harvest Pesta* takes the spotlight at the Farley Kuching shopping mall. The '*Raikan Kebangsaan Sarawak*' immersive experiential event promises to deliver the best of local delicacies, music, dance, craft and art in celebration of Sarawak's poetic cultural expression.

Consumers are invited to an explosion of vibrant energy where they can immerse themselves in the rhythmic pulse of local bands or take in the captivating native dance performances that come alive before their eyes. To quench their thirst, beer lovers can unwind under the glow of the iconic bamboo bar serving a ritualistic adventure of Carlsberg Smooth Draught-infused Tuak Bombs or join an interactive cocktail workshop and tap up a new skill. There is also a selection of delectable local treats to tantalise taste buds.

Looking to take the social media game to the next level? Hop onto the 360° photo booth and capture unforgettable moments with the squad. Partygoers can also unleash their inner fashionista with personalised tote bags, create one-of-a-kind accessories, featuring a host of icons, or even browse and discover homegrown brands. The *Carls Harvest Pesta* promises an unforgettable experience that blends cultural immersion with artistic expression, so get ready to dive in!

Set to be a #BestWithCarlsberg moment, visit <https://carlsbergsabahsarawak.com> to find out more about the campaign. 'Like' and 'Follow' @CarlsbergMY on Facebook and Instagram for Carlsberg Smooth Draught's latest activities and giveaways.

At Carlsberg Malaysia, we advocate responsible consumption, always remember if you drink, don't drive – **#CELEBRATERESPONSIBLY**.

*Apple is not a participant or sponsor of this promotion / contest.

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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

Carlsberg Smooth Draught 连续第四年“欢庆沙巴和砂拉越之最”绽放婆罗洲文化光彩

Carlsberg Smooth Draught 展现沙巴和砂拉越文化精髓，让消费者在达雅节、丰收节之际迎来丰富多彩的庆典

（莎亚南 2024 年 5 月 14 日讯）Carlsberg Smooth Draught “欢庆沙巴和砂拉越之最”（Raikan Kebanggaan Sabah & Sarawak）活动应众多要求，连续第四年强势回归，承诺带来更多文艺气息，拥抱沙砂两地文化遗产、自然奇观之美。

Carlsberg Smooth Draught 延续品牌使命，通过“本地人为本地人”理念推广沙砂人民与文化，并再度与本土纹身艺术传奇人物 Ernesto Kalum 及 Carlos Benny 合作，再重新推出去年的艺术限量版包装，以著名的犀鸟和人猿、传统的长屋、古典的沙贝琴、稀有的莱佛士花、壮丽的亚庇山（神山）呈现。

不仅如此，该六大杰作，除了点缀 Carlsberg Smooth Draught 罐装瓶装，六幅杰作现也跳出画框，成为一套可收藏的六个杯垫礼品套装。每个皆是个别的杯垫，各个展示引人入胜的图标。当所有六个杯垫放在一起时，将现出一副惊艳绘画，彰显沙巴和砂拉越的本土风采、极美风光，为两州各种饮酒场合带来#BestWithCarlsberg 美好时刻。

马来西亚 Carlsberg 集团市场总监奥加尔（Olga Pulyaeva）表示，“我们相信，每个节日有 Carlsberg Smooth Draught 伴随，必定更加精彩。趁此达雅节、丰收节，我们为砂拉越和沙巴举杯，致敬两地丰富文化、自然风光，以及当地独特的社区精神。除了重新推出‘欢庆沙巴和砂拉越之最’艺术家版包装及展开促销，我们也更上一层楼，在砂拉越古晋举办沉浸体验式活动也为砂拉越和沙巴的朋友们赞助多个达雅节、丰收节庆典活动。”

目前，沙巴和砂拉越的消费者有机会赢取 iPhone 15 Pro、iPad Air，或 Apple Watch Series 9*，只需在有参与酒吧酒馆购买价值 120 令吉的 Carlsberg Danish Pilsner 或 Carlsberg Smooth Draught；在美食中心和咖啡店购买 4 支大瓶；在大型超市购买一箱即 24 罐，或在便利店、零售店或 99 Speedmart 连锁超市购买 2 罐。除了便利店和 99 Speedmart 之外，消费者还可以凭已购买的产品，兑换艺术限量版杯垫礼品套装，送完即止。

从 5 月 22 日至 25 日，下午 5:00 至晚上 11:30，Carlsberg Smooth Draught 的 Carls Harvest Pesta 活动，将在砂拉越古晋华利商城（Farley Kuching）引爆。这场沉浸体验式活动将“欢庆砂拉越之最”（Raikan Kebanggaan Sarawak），献上各种精彩本地美食、音乐舞蹈、工艺艺术，绽放砂拉越文化雅意光彩。

欢迎各位消费者前来感受活力四射的氛围，陶醉在本地乐队组合的节奏中，或欣赏眼前生动迷人的本土舞蹈表演。啤酒爱好者若要解解渴，可在竹子酒吧的灯光下放松，来一场仪式性之旅，品尝含有



Carlsberg Smooth Draught 的 Tuak Bomb，或参加互动性鸡尾酒工作坊，掌握新手艺。现场还有一系列的本地美食，让各位品尝。

想让个人社交账号提升，那就到 360° 照相亭体验，与陪伴您的人拍下难忘时刻。参与者还可以通过定制个性化手提包，释放内心的时尚达人，打造属于自己独一无二饰品，或者浏览本土品牌。Carls Harvest Pesta 结合文化沉浸与艺术表达，将带来难忘的体验，所以准备好前来体验参与！

此盛事必将是个#BestWithCarlsberg 美好时刻，敬请浏览 <https://carlsbergsabahsarawak.com>，以了解更多详情。打开面子书和 Instagram 按赞关注@CarlsbergMY 账号，以获知 Carlsberg Smooth Draught 最新活动以及好康送出。

马来西亚 Carlsberg 集团提倡理性饮酒，时时刻刻牢牢记住“酒后不开车，平安到永久”！
#CELEBRATERESPONSIBLY.

*Apple 非本次促销/竞赛的参与者或赞助商。

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欲获取更多资讯，请扫描以下二维码：



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