

FOR IMMEDIATE RELEASE

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Glide into the Year of the Snake with Carlsberg's Artist-Edition Festive Packaging

Brewing Prosperity Together with family and friends this CNY with #BestWithCarlsberg moments

SHAH ALAM, 30 December 2024 – Carlsberg invites consumers to bask in the beauty of artistically crafted Carlsberg Danish Pilsner and Carlsberg Smooth Draught artist-edition Chinese New Year (CNY) bottles and cans. The creative artwork is an expression of new beginnings and celebrations, inviting all to raise a toast to abundant blessings.

Themed 'Brewing Prosperity Together', this coming Chinese New Year is made more auspicious with the Chinese characters '一起發' or read in Chinese Pinyin as '178' in numeric code, as the year 2025 marks Carlsberg's 178th anniversary globally. A standout feature of this masterpiece is a striking snake motif, with Carlsberg's iconic hop leaf masterfully reimagined as its head, gracefully weaving its way through a vibrant tapestry of blooming peonies, orchids, and delightful fireworks.

The creative fusion of the traditional Chinese Zodiac Snake with the contemporary hop leaf tastefully accentuates traditional beer-drinking occasions made #BestwithCarlsberg. This modern CNY festive packaging is the imaginative workings of the acclaimed, award-winning artist duo YAO from Malaysia and Su Su from China, both part of the renowned 1983ASIA outfit. The outcome is a creation that transcends cultural boundaries, radiating themes of renewal, joy, and good fortune.

Stefano Clini, Managing Director of Carlsberg Malaysia, expressed, "This Year of the Snake, we are thrilled to embody the essence of '*Brewing Prosperity Together*' as Carlsberg goes beyond brewing great beers; it's about creating experiences that bring people together in joy and harmony as we enter a promising new year. We hope this collection becomes a meaningful part of every celebration, adding elegance, prosperity, and a touch of smoothness to life's most treasured moments. Here's to a year that is truly #BestWithCarlsberg!"

This season, Carlsberg is bringing the festive spirit to life with immersive consumer engagements filled with vibrant performances and interactive moments to ring in the Year of the Snake with rhythm and energy. Dive into the hustle and bustle of the interactive CarlsBazaar coming to 1 Utama Shopping Centre in Selangor from 9 to 12 January and Gurney Plaza in George Town from 16 to 19 January. Consumers can explore exclusive Carlsberg merchandise, including chic, limited edition Chinese New Year apparel from Carlsberg's collaboration with TNTCO. Designed to bring festive energy to your wardrobe, this collection combines the joy of the season with stylish streetwear, featuring vibrant colours and symbols of prosperity. Alongside these stylish pieces, discover festive treats and exclusive CNY goodies to enhance the celebrations.

Kicking-off first from 1 December to 31 January 2025, consumers will be able to get a Lock&Lock Electric Grill Pan when they shop for three cartons of Carlsberg products, one of which must be 1664, Connor's, Sapporo, or Somersby cider, in super and hypermarkets, 99 Speedmart as well as e-commerce sites in West Malaysia.



In Sabah and Sarawak's super- and hypermarkets and e-commerce sites, shoppers can get a Lock&Lock Electric Grill Pan when they purchase a total of three cartons: two cartons of Carlsberg Smooth Draught, and one carton of either 1664, Connor's, Sapporo, or Somersby cider.

Additionally, consumers who purchase three cartons of either 1664 or Connor's will be eligible for exclusive rewards. With any purchase of 1664 variants, shoppers can win a beautiful 1664 Mahjong set. For Connor's, a cool mini fridge will be available for redemption. These offers are also available at super- and hypermarkets and e-commerce sites.

In convenience stores, consumers can redeem RM5 in Touch n' Go eWallet credit and will be in the running to win an iPad Air for every purchase of RM20 worth of Carlsberg products between 1 January to 28 February 2025.

In food courts and hawker centres, consumers can redeem a Carlsberg Thermal Bottle with every submission of 9 bottle caps from participating brands from now until 16 February 2025. They also stand a chance to win a Lock&Lock Electric Grill or one of the 5 weekly grand prize Ang Pows of RM8,888.

In bars and pubs, consumers also stand to win one of the 75 limited-edition 1664 Mahjong sets each week when they spend RM118 on any combination of Carlsberg Danish Pilsner, Carlsberg Smooth Draught, Sapporo, Somersby or Connor's for one entry or 1664 for two entries between 16 December 2024 to 16 February 2025.

Last but not least, 60 participating outlets in Peninsular Malaysia will run Carlsberg's 'Drumming Prosperity Together' engagement on selected weekends from 28 December 2024 to 26 January 2025. With the purchase of Carlsberg products worth RM288 and more, consumers can beat the drum for a chance to win Rummy sets, RM8 or RM88 Touch 'n Go eWallet Credit.

There's more! Attend 'CNY Nights' at more than 80 hotspots nationwide from January to February 2025 and win even more of these great prizes.

For more exciting news and information on Carlsberg's Chinese New Year celebrations, promotions and locations, visit <http://www.bestwithcarlsberg.my> or follow @CarlsbergMY on Facebook at <http://www.facebook.com/CarlsbergMY> and Instagram at <http://www.instagram.com/carlsbergmy/> for the latest updates! And remember, as part of advocating responsible consumption, **#CELEBRATERESPONSIBLY** – if you drink, don't drive.

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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

迎接乙巳蛇年 与 Carlsberg 艺术家限量版新年包装“一起發”！ 这个农历新年，与亲朋好友“一起發”，共度#BestWithCarlsberg 美好时光！

（莎亚南 2024 年 12 月 30 日讯）乙巳蛇年来临之际，Carlsberg 邀请消费者们尽情品味和享受 Carlsberg Danish Pilsner 及 Carlsberg Smooth Draught 的艺术家限量版新年瓶罐。这些璀璨夺目的设计，以满满的艺术感诠释新年新开始，象征着团聚与佳节的喜悦。让我们举杯畅饮，一起“饮”来好运，共迎丰盈祝福！

为了祝贺蛇年好运盛旺，Carlsberg 以“一起發”为主题。“一起發”与“178”这三位数谐音，恰逢 2025 年 Carlsberg 庆祝全球 178 周年，捎来好预兆！在此佳作中，蛇形图案精美特出，由 Carlsberg 标志性啤酒花叶重塑，精巧化为蛇头，华丽穿梭缤纷的牡丹、兰花、烟花，绚丽多彩，耐人寻味。

通过中华传统十二生肖之蛇、现代啤酒花叶的创意结合，该设计巧妙突出，必将注入 #BestwithCarlsberg 美好时光。此佳作来自知名设计组合 1983ASIA，是由广受好评、屡获殊荣的两位才子——马来西亚的 YAO 杨松耀、中国的苏素（Su Su）组成。不仅打造了超越文化界限的作品，也散发着新气象与好运。

马来西亚 Carlsberg 集团董事经理葛利尼（Stefano Clini）表示，“这个蛇年，我们怀着兴奋喜悦的心情，带出 Brewing Prosperity Together 精髓，伴随大家“一起發”。Carlsberg 本质不仅限于酿造优质啤酒，更在于打造美好体验，让大家齐聚同欢，风调雨顺迎新年。希望这个系列能让蛇年荣华富贵、福寿安康、顺顺利利，也充满 #BestWithCarlsberg 美好时光。”

这个春节，Carlsberg 通过丰富多彩的表演和互动体验，将节日氛围带入生活，以热情洋溢的节奏迎接蛇年的到来。欢迎莅临互动式 CarlsBazaar，于 1 月 9 日至 12 日在雪兰莪的 1 Utama 购物中心举行，1 月 16 日至 19 日在檳城的 Gurney Plaza 举办。消费者可探索 Carlsberg 独家商品，包括与 TNTCO 合作推出的限量版新春服饰系列，融合节日喜悦与时尚街头风格，充满鲜艳色彩与繁荣象征。除此之外，还有节日美食和独家新春礼品，为庆祝增添更多乐趣。

从 2024 年 12 月 1 日起，一直到 2025 年 1 月 31 日为止，消费者可享有机会赢取 Lock&Lock 电烤盘，在西马超级市场、大型超市、99 Speedmart 连锁超市、电商平台，购买三箱 Carlsberg 旗下产品即可，当中包括一箱 1664、Connor's、Sapporo 或 Somersby Cider。

沙巴、砂拉越消费者，若欲获取 Lock&Lock 电烤盘，可在超级市场、大型超市、电商平台，购买总共三箱啤酒即可获赠一台 Lock&Lock 电烤盘，其中包括两箱 Carlsberg Smooth Draught 和一箱 1664、Connor's、Sapporo 或 Somersby Cider。

此外，在超级市场、大型超市、电商平台购买三箱 1664 或 Connor's 的消费者，皆享有资格获取独家奖励。购买任何一款 1664，即可赢取精美 1664 麻将套装；购买 Connor's，即可兑换迷你冰箱。

便利商店消费者，从 2025 年 1 月 1 日至 2 月 16 日，凡购买价值 20 令吉的 Carlsberg 旗下产品，即可获取 5 令吉 Touch n' Go eWallet 电子现金，还可享有机会赢取 iPad Air。



咖啡店、美食中心消费者可从今至 2025 年 2 月 16 日，收集 9 个指定品牌的瓶盖，随后进行提交，即可兑换 Carlsberg 保温瓶，同时也享有机会赢取 Lock&Lock 电烤盘，或每周 5 份 8888 令吉红包大奖之一。

酒吧酒馆消费者可每周享有机会赢取限量版 1664 麻将套装，只限 75 份。从 2024 年 12 月 16 日至 2025 年 2 月 16 日，以 118 令吉购买 Carlsberg Danish Pilsner、Carlsberg Smooth Draught、Sapporo、Somersby 或 Connor's 任何组合，即有一次参赛机会，而购买 1664 就有两次参赛机会。

此外，西马半岛 60 家商店将于指定周末举办“擂鼓震响，大吉大利”（Drumming Prosperity Together），活动期介于 2024 年 12 月 28 日至 2025 年 1 月 26 日之间的周末。购买价值 288 令吉 Carlsberg 产品的消费者，即可获得打鼓机会，以赢取拉米（Rummy）套装，还有 8 令吉或 88 令吉 Touch n' Go eWallet 电子现金。

还有更多！于 2025 年 1 月至 2 月之间，全国各地超过 80 个地点将举办“新春之夜”（CNY Nights）活动，为出席者带来机会赢取更多丰富奖品！

欲知更多关于 Carlsberg 农历新年活动、促销及地点的精彩资讯与详情，敬请浏览 <http://www.bestwithcarlsberg.my> 或 跟 踪 @CarlsbergMY 脸 书 (<http://www.facebook.com/CarlsbergMY>) 和 Instagram (<http://www.instagram.com/carlsbergmy/>) 获取最新动态！#理性饮酒，你我有责——时时刻刻牢记“酒后不开车，开车不喝酒”！
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关于马来西亚 Carlsberg 集团

马来西亚 Carlsberg 集团 (Carlsberg Brewery Malaysia Berhad) 于 1969 年 12 月成立，是一家灵活酒商，业务遍布马来西亚和新加坡，并在斯里兰卡一家酒厂持有股份，也通过出口市场扩大区域范围。

本集团旗下国际品牌组合包括堪称全球最佳啤酒——Carlsberg Danish Pilsner、Carlsberg Smooth Draught、Carlsberg Special Brew 及 Carlsberg Alcohol Free Pilsner and Wheat，还有国际优质啤酒：法国优质啤酒 1664 BRUT、1664 Blanc 及 1664 Rosé、日本标志性首个啤酒 Sapporo Premium Beer、欧洲苹果酒 Somersby、英伦式 Connor's Stout Porter、美国屡获殊荣精酿啤酒 Brooklyn Brewery，以及 Tuborg Strong。本地品牌包括 SKOL、Royal Stout、Nutrimalt。本集团旗下产品仅供马来西亚年龄 21 岁以上、新加坡年龄 18 岁以上的非穆斯林消费者饮用。理性饮酒，你我有责，时时刻刻牢牢记住“酒后不开车，开车不喝酒”！**#CELEBRATERESPONSIBLY**

我们拥有 640 名员工，皆以绩效为驱动力，并秉承“酿造更美好的今天和明天” (Brewing for a Better Today and Tomorrow) 宗旨，我们致力于实施“共同迈向并超越零目标” (Together towards ZERO and Beyond) ESG 计划，以实现到 2040 年全价值链净零碳排放目标。

敬请浏览 www.carlsbergmalaysia.com.my 了解更多。