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## Connor's Delivers a Stout-Standing Experience at Malaysia's Longest Techno Festival

Thirteen hours of electrifying beats, style, and flavour – all Made to Be Different with Connor's

**KUALA LUMPUR, 17 July 2025** – Connor's Stout Porter, the award-winning stout with the iconic half Union Jack, has once again proven why it is Made to Be Different. This time, with Connor's Collective, an all-day celebration of creativity, culture, and community that proudly set the Malaysia Book of Records for the "Longest Non-Stop Techno Music Event", which ran from 11:00am to midnight.

Hosted at Heritage Valley KL, Connor's Collective brought together more than 3,700 festivalgoers for 13 hours of uninterrupted energy, immersive experiences and music that defied categorisation. From genre-bending line-ups, streetwear drops to creative expression zones, every corner of the festival was designed around Connor's spirit of breaking convention and celebrating those who live unapologetically.

Olga Pulyaeva, Marketing Director at Carlsberg Malaysia, said the festival was a tribute to the growing community of trailblazers, creators and non-conformists who resonate with the brand. "Connor's was born to break conventions and prove that stout can be Made to Be Different. After earning a World Record last year, we kept that spirit alive with Connor's Collective, setting a Malaysia Book of Records title for the "Longest Non-stop Techno Music Event". We didn't just serve quality stout, we brought together a community to defy the expected. It was a truly stout-standing celebration of doing things differently and staying true to what we stand for."

Connor's Collective drew guests into an immersive world inspired by the stout's distinct profile and identity through The Great Blend of Four Malts, a cinematic walkthrough that brought the Connor's four-malt story to life with swirling visuals and a dive into the ritual of the perfect pour. The experience concluded at the Connor's Bar, where guests received a can of Connor's and were encouraged to take part in the signature shake ritual, shaking their cans before pouring as a nod to the Connor's way of enjoying stout together.

Connor's Collective was a canvas for creativity, where guests could get inked with personalised jagua tattoos by TATTmeNOT, craft unique upcycled phone straps with Xue using pre-loved fabrics, join a stencil art workshop, and watch our talented graffiti artist Yang create live graffiti on the spot. Festivalgoers also got a sneak preview of the limited-edition streetwear through the Connor's x Doubleback collaboration. An exclusive interview was also held with Bryan Chin, founder of SneakerLAH, hosted by none other than Peter Yong, founder of MrMoneyTV. This interview was a teaser to the "From Zero to CEO" videocast series in collaboration between Connor's and MrMoneyTV that shines a spotlight on inspiring and courageous entrepreneurial journeys that embodied the essence of Made to Be Different.

Festivalgoers soaked up a non-stop techno line-up of DJs and producers, building up to Brazilian electronic artist Liu, who returned to Kuala Lumpur to close the night in style, marking the final moment of the Malaysia Book of Records title. On the side, the Skate Park Stage brought soul, groove, and local grit, while the Mixology Bar kept the crowd refreshed with Connor's-infused cocktails. More

than 20 acts came together to power Malaysia's longest non-stop techno music event — a true celebration of music, culture and community that proved once again that Connor's is Made to Be Different.

Connor's Collective also marked the peak of a nationwide campaign designed to inspire fearless self-expression. The launch of the [Connor's x Doubleback Duffleback Backpack](#), a sleek and adaptable streetwear hybrid, offers consumers the chance to win one of 1,500 limited-edition units, each worth RM900. The contest, valued at more than RM1.3 million in total prizes, is rolled out across bars, cafés, supermarkets, convenience stores, Shopee and Grab, with every Connor's purchase, bringing fans closer to the Duffleback Backpack.

But the experience doesn't end there. Connor's is bringing the signature Shake & Sip serve to over 120 spots nationwide. Plus, keep an eye out for Connor's vending machines at selected locations and grab your chance to win exclusive merchandise with every Connor's purchase.

In a category often tied to tradition and formality, Connor's is carving out its own path. With its creamy profile and unique coffee notes, this smooth, memorable stout is brewed for the next generation of trailblazers – unapologetically easy to enjoy.

For more details, visit [mtbd.connorsstout.com](http://mtbd.connorsstout.com). And remember to **#CELEBRATERESPONSIBLY** – if you drink, don't drive. For non-Muslims aged 21 and above only.

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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](http://www.carlsbergmalaysia.com.my)

## Connor's 打造马来西亚最长时长电子音乐节，呈献与众不同的黑啤体验

13 小时不间断电音、潮流与风味盛宴 —— Connor's 以别具一格的方式诠释 Made to Be Different 精神

（吉隆坡 2025 年 7 月 17 日讯）Connor's Stout Porter，这款荣获国际奖项、标志性带有半面米字旗的黑啤，再次以其 ‘Made to Be Different’ 精神打破常规。这一次，Connor's 以 Connor's Collective 点燃创意、文化与社群的全天派对，不仅嗨翻全场，更强势刷新马来西亚纪录大全，创下“最长不间断 Techno 音乐活动”（Longest Non-Stop Techno Music Event）新纪录。活动从早上 11 点一直持续至午夜，连续 13 小时电音不停歇，掀起全城电音热潮，再次用行动证明 Connor's 始终 ‘Made To Be Different’。

于首都吉隆坡 Heritage Valley 举办的 Connor's Collective，吸引了逾 3,700 名观众齐聚一堂。沉浸于 13 小时不间断的音乐，现场体验沉浸式空间、风格跨界音乐演出、街头潮流发布与创作互动区，每一处细节皆体现出 Connor's 挑战常规、崇尚真实自我的品牌精神。

马来西亚 Carlsberg 集团市场总监奥加尔（Olga Pulyaeva）表示：“Connor's 的初衷就是打破黑啤的刻板印象，证明它可以不拘一格、与众不同，并鼓励大家勇于挑战常规，因为我们天生 ‘Made to Be Different’。继去年创下世界纪录后，今年我们通过 Connor's Collective 再度延续这份精神，并成功刷新马来西亚纪录大全。这不仅是一场别开生面的音乐节，更是我们与一群打破常规、勇于创造和表达自我的社群共同庆祝的盛会。我们不只是带来了优质黑啤，更凝聚了一个鼓励自我表达与创造的社区。”

Connor's Collective 也带来品牌精髓体验 —— ‘The Great Blend of Four Malts’ 沉浸式影像展区，以绚丽视觉诠释 Connor's 四麦芽酿造工艺，现场还设有教学体验如何倒出一杯完美黑啤。最后，宾客可在 Connor's Bar 享用新鲜斟满的黑啤，并参与品牌标志性的 ‘Shake Ritual’ 摇晃仪式——在倒酒前摇一摇，体现 Connor's 独特的畅饮方式。

此外，Connor's Collective 亦是创意爱好者展现自我的自由舞台。活动现场设有 TATTmeNOT 个性化 Jagua 纹身、由 Xue 主理的环保布料再造手机挂绳工作坊、模板艺术笔记本 DIY，以及街头艺术家 Yang 的现场涂鸦创作。Connor's 也首度预告与 Doubleback 推出的联名限量街头单品。同时，Connor's 特别邀请 SneakerLAH 创办人 Bryan Chin 接受独家专访，并由 MrMoneyTV 创办人 Peter Yong 主持，为双方即将联合推出的《From Zero to CEO》视频访谈系列预热，分享勇于打破常规、真实逐梦的创业故事。

音乐节高潮迭起，最终由巴西电音艺术家 Liu 登台压轴演出，为这场创下马来西亚纪录大全荣誉的盛典划下完美句点。同时，Skate Park 舞台注入本地街头文化与灵魂氛围，而 Mixology Bar 以 Connor's 黑啤为基底，调制出多款创意特饮。超过 20 组艺人接力演出，联手缔造马来西亚史上最长的不间断电子音乐盛会，完美融合音乐、文化与社群，再次印证 Connor's 一如既往地 ‘Made to Be Different’。



此次 Connor's Collective 也标志着全国推广活动的高峰。品牌推出 Connor's x Doubleback 联名限量版 Duffleback Backpack, 一款兼具潮流设计与多功能性的街头混合背包。消费者有机会赢取 1,500 个限量单品, 每个市值 RM900, 总奖品价值超过 RM130 万。此次活动横跨酒吧、咖啡厅、超市、便利店、Shopee 及 Grab 等多个渠道, 凡购买 Connor's 产品即可参与抽奖, 有机会将这款潮流背包收入囊中。

与此同时, Connor's 标志性的 Shake & Sip 体验也将于全国超过 120 个据点持续进行, 带来更多畅快体验。消费者亦可留意即将在部分地区登场的 Connor's 自动贩卖机, 每次购买皆有机会赢取限量周边商品。

在这个常被传统与规矩所框住的品类中, Connor's 一直坚持走自己的路。顺滑的口感、独特的咖啡香与浓郁泡沫, 让这款黑啤轻松又不失个性, 为新世代的冒险者而酿, 爽快享受, 无需多言。

欲知更多详情, 浏览 [mtbd.connorsstout.com](http://mtbd.connorsstout.com)。记得要理性饮酒 **#CELEBRATERESPONSIBLY** ——酒后不开车, 开车不喝酒! 仅限年龄 21 以上的非穆斯林人士。

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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，时时刻刻牢记记住“酒后不开车，开车不喝酒”！**#CELEBRATERESPONSIBLY**

我们共有 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](http://www.carlsbergmalaysia.com.my) 了解更多。