

FOR IMMEDIATE RELEASE

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Carlsberg and Liverpool FC – Probably The Best Partnership in the Premier League

Carlsberg brews beer made from hops immersed in Reds' match footage

Kuala Lumpur, 18 December 2017 – Carlsberg and Liverpool Football Club, both iconic brands in the world of football, have probably the best partnership in the Premier League. The 2017/18 season marks the 25th anniversary of Carlsberg's sponsorship of the legendary football club as its Official Beer, with improved pouring rights at Anfield, pitch-side LED signage rights, exclusive access to players and hospitality packages. To celebrate the milestone, Carlsberg launched a unique limited-edition beer brewed from special red hop plants exposed to 25 years of iconic Liverpool FC footage and infused with the sound of roaring fans.

Hops is one of the main ingredients in beer as the cones from hop plants give beer its hoppy taste. For six months, this special red hop plants grew in soil sourced from the Anfield turf and immersed in the famous Kop supporters' roar through 360-degree video screens and high-end sound systems at the Carlsberg brewery's greenhouse in Copenhagen. The harvested crop was then brewed into the Carlsberg Liverpool FC limited-edition beer and packaged in an exclusively designed gift pack to mark the 25th anniversary of Probably the Best Partnership in the Premier League.

This limited-edition brew, available in 4.8% ABV and 330ml, is a red and white dry-hopped premium strength lager with a nice head and hint of gooseberry and Sauvignon Blanc white wines. Only 800 sets of this exclusive beer gift pack have been imported from Denmark for the Malaysian Liverpool FC cum Carlsberg fans to be able to taste both victory and defeat in 25 years of the legendary club's history.

Managing Director of Carlsberg Malaysia Lars Lehmann said: "Our scientists at the Carlsberg Research Laboratory believe hop plants grow better when exposed to sound vibrations. They decided to raise the bar and let these hops thrive in both the sounds -- and sights -- of 25 years of Liverpool FC match footage. We thought what better way to celebrate with the Malaysian Liverpool FC fans than a beer infused with the taste of its victorious legacy."

Liverpool FC manager Jürgen Klopp during his site visit to the Carlsberg Research Laboratory was amazed to see the red hops and said: "I believe in atmosphere as it really has a big influence on performance", while Liverpool FC legend Robbie Fowler added: "As players we

were all influenced by the roar of the supporters at Anfield, so it makes sense that the hops could experience the influence too.”

In conjunction with the 25th anniversary, Carlsberg ran two online contests, the “Carlsberg – LFC 360° Photo Contest” from 25 November to 2 December 2017 and the “Red Hops Contest” from 4 to 9 December 2017 on the CarlsbergMY Facebook page. Fifty fans won the limited-edition beer gift pack set, and Tan Yan Ken a diehard Liverpool FC fan was the sole winner of the exclusive limited edition Liverpool FC jersey.

Additionally, fans who want to get a hold of the Carlsberg Liverpool FC limited edition beer gift pack are invited to participate in upcoming contests and other exciting games at the viewing parties of Liverpool FC games to be held soon at ten Movidia Kitchen and Terrace outlets in Sunway Giza, Kepong, Puchong, PJ Centrestage, C180 Cheras Selatan and Publika in Klang Valley as well as in Batu Pahat, Mount Austin, Johor Bharu and Melaka.

Alternatively, fans can also get the Carlsberg Liverpool FC limited-edition beer gift pack for every online purchase of three cartons of Carlsberg and/or Carlsberg Smooth Draught in 24-can pack on sites such as Wine Talk, Boozeat and HappyFresh, until stocks last.

Learn more about the #RedHops experiment at <https://www.probablythebest.com.my/red-hops> or <https://www.facebook.com/CarlsbergMY/>

About Carlsberg Liverpool FC limited edition

The Carlsberg Liverpool FC limited edition beer was brewed using unique research and state-of-the-art technology that harnesses the fan atmosphere of 25 years of Liverpool FC matches. The scientists at the Carlsberg Research Laboratory cultivated special red hop plants surrounded by a powerful sound system and 360-degree video screen at the brewery’s Copenhagen greenhouse displaying Liverpool FC match footage. The special Carlsberg Liverpool FC Beer were first sampled in special pubs and at Anfield during Liverpool FC’s Premier League match against Huddersfield Town on 28th October 2017.

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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 与利物浦球会 – 堪称英超联赛最佳拍档 Carlsberg 采用沉浸在红军比赛视频片段的酒花酿造啤酒

莎阿南 18 日讯 – Carlsberg 与利物浦足球俱乐部都是足球界的标志性品牌，亦堪称英超联赛最佳拍档。随着迈入 2017/18 球季，也意味着 Carlsberg 已是第 25 年成为这传奇球会的官方啤酒及赞助商，并拥有更佳安菲尔德球场售酒权、场边 LED 广告权、独家享有球员与礼遇配套。为了庆祝双方的合作里程碑，Carlsberg 特别推出了以红军酒花酿造的限量版啤酒。此红军酒花沉浸于红军过去 25 年比赛视频及死忠球迷呐喊加油声中成长的酒花。

酒花是酿造啤酒最重要的原料之一，它让啤酒蕴含饱满酒花香。然而，在 Carlsberg 哥本哈根酒厂温室内生长于安菲尔德球场取来的土壤上的独特红军酒花，在过去六个月，充分沉浸于温室内搭建的强大音响系统和 360 度屏幕所播出的红军比赛和死忠粉丝呐喊加油声。此酒花收成后，即酿造成 Carlsberg 利物浦球会限量版啤酒，并以独特包装设计面市，展现了双方携手 25 年的密切关系，堪称英超联赛最佳拍档。

这限量款啤酒的酒精度为 4.8%，容量 330 毫升，是一款红白干投酒花精致拉格啤酒，有着令人赞叹的泡沫和淡淡的醋栗及白苏维翁白葡萄酒风味。为了犒赏利物浦球队兼 Carlsberg 粉丝，由丹麦原装进口，仅限 800 套独家啤酒礼包，以便让他们品味到这支传奇球队过去 25 年所经历的赢输心路历程。

马来西亚 Carlsberg 集团董事经理雷盟说：“Carlsberg 研究实验室的科学家们发现，在声音振动的刺激下，酒花会长得更好，因此，便决定让酒花沉浸在利物浦球队过去 25 年比赛视频的光影之中。而我们也认为，马来西亚利物浦球队粉丝们能够品尝到蕴含球队辉煌历史的啤酒，就是最好的庆祝方式。”

红军利物浦主教练尤尔根·克洛普（Jürgen Klopp）在参观 Carlsberg 研究实验室时，对红军酒花甚为惊叹，他说：“我相信在如此环境中，的确会对植物生长产生很大的影响。”而利物浦的传奇球星罗比·福勒（Robbie Fowler）也补充说：“上场时，身为球员，我们也深受安菲尔德场上球迷们的激情呐喊影响；相信酒花也应该会受到同样的刺激。”

为了庆祝携手 25 周年，Carlsberg 也在 CarlsbergMY 脸书专页上推出两项网上竞赛，即 2017 年 11 月 25 日至 12 月 2 日的“Carlsberg-红军利物浦 360°摄影比赛”（Carlsberg – LFC 360° Photo Contest）以及 2017 年 12 月 4 日至 9 日的“红军酒花比赛”（Red Hops Contest）。50 名粉丝赢得了限量版的啤酒礼包，而红军利物浦死忠粉丝陈炎光则是唯一赢得了独家限量版利物浦球衣的赢家。

想要获得 Carlsberg 利物浦球会限量版啤酒礼包的粉丝们，欢迎前往巴生谷 Sunway Giza、甲洞、蒲种、八打灵再也 Centrestage、蕉赖南 C180 及、Publika、峇株巴辖、茂奥斯丁、新山及马六甲十处的 Movida Kitchen and Terrace 餐厅观看利物浦比赛直播，并参加派对上进行的刺激游戏，即有机会赢取。

此外，凡上 Wine Talk、Boozeat 及 HappyFresh 网站进行网购三箱 24 罐装的 Carlsberg 啤酒及/或 Carlsberg 顺啤，便可获得 Carlsberg 红军利物浦限量版啤酒礼包。存货有限，至售完即止。

欲了解更多有关“红军酒花”(#RedHops) 实验，欢迎登录 <https://www.probablythebest.com.my/red-hops> 或 <https://www.facebook.com/CarlsbergMY/>

关于 Carlsberg 利物浦球会限量版啤酒

Carlsberg 利物浦球会限量版啤酒是采用独特研究及先进科技培育，并沉浸在利物浦球队过去 25 年比赛激情氛围中成长的酒花酿造而成。Carlsberg 研究实验室的科学家们特别培育的红军酒花（red hop），是生长酒厂的哥本哈根温室之中，并在强大音响系统和播放红军比赛片段的 360 度屏幕环绕之环境下成长。这批独特的 Carlsberg 红军利物浦限量版啤酒，已经于今年 10 月 28 日利物浦主场对垒哈德斯菲尔德期间首次亮相，供球迷们一尝为快。

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