

FOR IMMEDIATE RELEASE

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Carlsberg Golf Classic 2023 Swings Back into Action: The Ultimate #NEXTGEN Golf Tournament

Unveiling All New Digital Legs in Commemoration of its 30-Year Milestone

KUALA LUMPUR, 31 May 2023 – The Carlsberg Golf Classic (CGC) is back in June this year with the introduction of two digital golf legs to draw beginner golfers, who play off-course in indoor simulators, rebranding it as #NEXTGEN. The new concept – CGC #NEXTGEN sets to promote local golf-entertainment whilst continuing to bolster traditional-golf development at golf clubs nationwide with over RM1.6 million worth of prizes and goodies as rewards.

Exactly three decades since the first tee-off in 1993, CGC continues to strengthen its position as the country's largest and longest-running amateur golf series, open to members of the nation's most renowned and established golf clubs. Thanks to the unwavering support of local golfing fraternity, CGC has evolved with time and aspired to be *'The Best Golf Tournament? Probably.'* for both avid on- and off-course golfers who golf for either camaraderie or competition.

Scheduled to be held at 30 prestigious golf clubs with 25 legs in Peninsular Malaysia, three legs in Sabah and two legs in Sarawak from June to October, CGC #NEXTGEN is expected to see more than 3,600 amateur golfers coming together to celebrate golfing moments and to compete towards the championship title during the national finals in quarter four this year.

The two #NEXTGEN digital-leg editions at MST Golf Arena, The Gardens Mall; and Golf X, Damansara City Mall, both in Kuala Lumpur are set to reinvigorate CGC for golf enthusiasts, while reaffirming the brand's innovative take in encouraging off-course golfers to participate in on-course tournament, transitioning their interest into actual trials.

"2023 marks a significant 30-year milestone as we upped the ante with Carlsberg Golf Classic #NEXTGEN, featuring digital legs for keen "newcomer" golfers. This paves the way for a more inclusive and accessible entry point into the world of golf, enabling us to celebrate quality beer and memorable golf moments with on- and off-course golfers," said Stefano Clini, Carlsberg Malaysia's Managing Director, during the media launch at MST Golf Arena, The Gardens Mall.

"The Carlsberg Golf Classic tournament has never been merely about swinging clubs and hitting a little white ball. It is a celebration of camaraderie, sportsmanship, and the pursuit of personal bests. At Carlsberg, we believe in inspiring these moments and creating unforgettable experiences because every moment is made *'Best with Carlsberg'*, and the Carlsberg Golf Classic #NEXTGEN epitomises our commitment to this belief," added Clini.

This year, there will be two Hole-in-One prizes at the National Finals courtesy from Mercedes Benz Malaysia – the A200 Sedan & E200, while golfers will also stand a chance to snag further Hole-in-One prizes, consisting of a TaylorMade Select Plus Cart Bag, a pair of 'Adidas Dress Like a Pro' outfit



worth RM5,000, a TaylorMade Stealth Tensei Red Irons set and a Garmin Approach R10 Golf Launch monitor. The Nett and Gross champions will win the Fenix 7 Sapphire Solar smartwatch and beautiful Garmin Marq GPS Smart Watch respectively.

The success of the tournament is thanks to the support of Carlsberg Golf Classic's long-standing partners. The official partners of the Carlsberg Golf Classic #NEXTGEN 2023 are Mercedes-Benz, Adidas, TaylorMade, Garmin and SunPlay. For the full tournament schedule and updates, visit social media pages at www.facebook.com/CarlsbergMalaysia or www.instagram.com/CarlsbergMalaysia.

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For more information, please scan:



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About Carlsberg Malaysia

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. We also have a regional presence via exports to Hong Kong, Taiwan, Laos, Cambodia, and Thailand.

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. This Carlsberg trio is complemented by international premium brews including France's premium wheat beer 1664 Blanc, 1664 Rosé, Japan's No.1 premium beer Asahi Super Dry, European cider Somersby, British-inspired Connor's Stout Porter draught, and US award-winning craft beer Brooklyn Brewery as well as Tuborg Strong. Our local brands include SKOL, Royal Stout and Nutrimalt.

Our approximately 600-strong workforce sell our products in a responsible manner within our sustainability-driven business. Our products are for non-Muslim consumers aged 21 and above. Please **#CELEBRATERESPONSIBLY** – if you drink, don't drive! Find out more at www.carlsbergmalaysia.com.my.

Carlsberg 2023 经典高尔夫重返赛场：终极#NEXTGEN 高尔夫锦标赛

亮相全新数码回合纪念 30 年里程碑

（吉隆坡 2023 年 5 月 31 日讯）Carlsberg 经典高尔夫球赛（Carlsberg Golf Classic）于今年 6 月回归，引入了两回合数码赛，以吸引平时在室内模拟器打球的高尔夫初学者，并将其重新命名为 #NEXTGEN。在推广本地高尔夫球娱乐的同时，Carlsberg 经典高尔夫球赛#NEXTGEN 这一全新概念也继续在全国高尔夫球俱乐部力挺传统高尔夫球发展，并准备了总值超过 160 万令吉的奖品和好康作为奖励。

自 1993 年首次开球以来，如今已迈入第 30 年的 Carlsberg 经典高尔夫球赛，继续巩固其作为全国最大型、最长久业余高尔夫球赛系列的地位，向全国最知名与成立的高尔夫球俱乐部的会员开放。在本地高尔夫球界坚定不移的支持下，Carlsberg 经典高尔夫球赛与时俱进，也在无论是于场上或场外、为交情或为争夺的高尔夫球手当中，致力成为 ‘The Best Golf Tournament? Probably’。

从 6 月至 10 月在全国 30 家高尔夫球俱乐部开跑的 Carlsberg 经典高尔夫球赛 #NEXTGEN，将在大马半岛展开 25 个回合、沙巴 3 个回合、砂拉越 2 个回合，预计将有超过 3600 名业余球手齐聚一堂庆祝高尔夫美好时刻，并在今年第四季度的全国总决赛争夺冠军。

而#NEXTGEN 的两个数码赛将在吉隆坡 The Gardens Mall 的 MST Golf Arena，以及 Damansara City Mall 的 Golf X 举办，高尔夫球迷将能感受到此赛为 Carlsberg 经典高尔夫球赛所注入的新活力，同时也重申该品牌鼓励场外高尔夫球手参加场上锦标赛的创新举措，让他们的兴趣也能转化为真实的竞赛体验。

马来西亚 Carlsberg 集团董事经理葛利尼（Stefano Clini）在 The Gardens Mall 的 MST Golf Arena 媒体发布会上说，“2023 年标志着第 30 年的一个重要里程碑，我们通过 Carlsberg 经典高尔夫球赛 #NEXTGEN 登上新台阶，为有兴趣的新球手展开数码回合，让踏入高尔夫球界的门槛铺平了一条更具包容性和可及性的道路，使我们能够与场上场外的高尔夫球手，一起庆祝优质啤酒以及难忘的高尔夫球时刻”。

葛利尼补充，“Carlsberg 经典高尔夫球赛不仅仅是挥动球杆和击打小白球。更多是对友情、体育精神和自我超越的一种庆祝。在 Carlsberg，我们致力献上美好时刻与创造难忘的体验，因为每一刻都是 ‘Best with Carlsberg’，而 Carlsberg 经典高尔夫球赛#NEXTGEN 体现了我们对这一信念的承诺。”

今年的全国决赛一杆进洞奖品共有两份，即由大马 Mercedes Benz 所提供的 A200 以及 E200 轿车。球手们也享有机会赢取其他一杆进洞奖品，包括 TaylorMade Select Plus 的高尔夫球包、价值 5000 令吉的 Adidas Dress Like a Pro 套装、TaylorMade Stealth Tensei Red Irons 球杆套组，以及 Garmin Approach R10 的高尔夫球发射显示器。至于净杆和总杆的获胜者，可以分别赢取 Fenix 7 Sapphire Solar 和 Garmin Marq GPS 的智能手表。



Carlsberg 经典高尔夫球赛所取得的成功，少不了长期合作伙伴的支持。Carlsberg 2023 经典高尔夫球赛#NEXTGEN 的官方伙伴包括 Mercedes-Benz、Adidas、TaylorMade、Garmin 以及 SunPlay。欲知完整赛程时间表和更新，敬请浏览 www.facebook.com/CarlsbergMalaysia 或 www.instagram.com/CarlsbergMalaysia。

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更多资讯，请扫描：



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