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Carlsberg Unveils MesmeRICEsing Packaging with Four New Iconic Designs

Raikan Kebanggaan Sabah & Sarawak with Intricate Rice Art by our Local Artists

SHAH ALAM, 15 April 2025 – In Sabah and Sarawak, rice is more than just sustenance, it is the heart of the harvest festival, a symbol of life, gratitude and unity. It carries the legacy of generations, from the dedication of farmers to traditions passed down over time, forming an unbreakable bond between the land and its people. Carlsberg's latest Sabah and Sarawak artist-edition packaging brings this rich heritage to life, showcasing stunning rice art that celebrates cultural pride.

Carlsberg Smooth Draught will feature these intricate rice art designs on its cans and bottles throughout the year, while, back by popular demand, Carlsberg Danish Pilsner joins the collection for a limited time in April and May. Back for the 5th consecutive year, the artist-edition packaging reinforces Carlsberg's commitment to honouring local traditions through design and craftsmanship.

Featuring four mesmeRICEsing designs "By locals, For locals", Sabahan artist Nelson Lip and Sarawakian artist T. Bagak have meticulously designed these stunning creations, showcasing Borneo's most symbolic icons. Each variant features two distinct designs, one inspired by Sabah and the other Sarawak, inspiring local pride in every sip.

Carlsberg Smooth Draught's packaging brings Borneo's essence to life, with Sabah's design depicting the awe-inspiring Mount Kinabalu, Malaysia's tallest peak, while Sarawak's design features the regal Hornbill perched above a longhouse, a revered symbol of cultural heritage and good luck.

Carlsberg Danish Pilsner, on the other hand, embraces the region's rich heritage with Sabah's design highlighting the gentle Orangutan and the mystical Rafflesia, some of the world's rarest sights. The other design celebrates Sarawak's cultural traditions with hypnotic rhythms of the Sape and the welcoming warmth of the traditional longhouse.

"The essence of Gawai and Kaamatan is deeply tied to the harvest and rice. Carlsberg honours that heritage, embracing the unity, gratitude, and celebration at the heart of these festivals. We're thrilled to once again '*Raikan Kebanggaan Sabah & Sarawak*' with a stronger focus on local pride as we collaborate with two talented local artists, whose designs beautifully capture the spirit of Sabah and Sarawak, making every celebration *#BestWithCarlsberg*," said Olga Pulyaeva, Marketing Director of Carlsberg Malaysia.

From 15 to 18 May 2025, at Farley Kuching, consumers can experience the vibrant fusion of traditional and modern celebration at the annual Carls Harvest Pesta. This four-day celebration will feature the finest brews together with captivating live performances, traditional music and dance performances by local artists. Attendees can indulge in Bornean delights and fusion cuisines while immersing themselves in interactive experiences from crafting rice art bracelets and rice resin art to mixology workshops at



the CarlsBar, with free Tuak Bombs served every two hours to keep the celebrations going. Adding to the excitement, early birds will receive a free can of Carlsberg to welcome them to the festival.

And that's not all, consumers can also get their hands on the collectable MesmeRICEsing plates, one celebrating the iconic symbols of Sabah and the other highlighting the essence of Sarawak via in-store promotions, while stocks last, and stand a chance to win Apple 16 Pros, 11 inch iPad Air or Apple Watch Series 10. Visit <https://bestwithcarlsberg.my/harvest> to learn more and follow **@CarlsbergMY** on **Facebook and Instagram** for more information and stay tuned for the upcoming Carlsberg's special Harvest Song Music Video.

This is one celebration you don't want to miss, so grab a can or bottle, raise a toast, and **#RaikanKebanggaanSabahSarawak with Carlsberg!** Remember to always **#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

庆沙砂丰收节 Carlsberg 亮相四款耀眼“米”人包装设计

本土创作精致米粒艺术作品 欢庆沙巴和砂拉越之最！

（莎亚南 2025 年 4 月 15 日）在沙巴和砂拉越，米不仅是赖以生存之物，也是丰收节的核心象征，代表着生命、感恩和团结。米承载着代代相传的文化遗产，从农民的辛勤耕耘到历久弥新的传统，形成了土地与人民无法割舍的情感纽带。Carlsberg 最新推出的沙巴和砂拉越艺术家版包装，让这些丰富文化和自然遗产栩栩如生，通过惊艳的米粒艺术作品，为两地文化喝彩。

Carlsberg Smooth Draught 罐装与瓶装将全年采用此精致设计，同时 Carlsberg Danish Pilsner 也响应热烈需求，于 4 月及 5 月限时换上此系列包装。Carlsberg 艺术家版包装连续第五年回归，展现了该品牌秉持承诺，通过设计和工艺向本土传统表示敬意。

秉承“本地人为本地人”的理念，此次包装共有 4 个耀眼“米”人（MesmeRICEsing）的作品，由沙巴艺术家 Nelson Lip 与砂拉越艺术家 T. Bagak 精心创作，突显了沙砂最具代表性的文化元素。每款产品均呈现两个独特设计，分别以沙巴、砂拉越为灵感，让每一口都为两地之最喝彩。

Carlsberg Smooth Draught 包装生动诠释了沙砂精髓，沙巴版设计有着全马最高峰的沙巴神山，而砂拉越版可见崇高的犀鸟栖于长屋之上，也是文化遗产、好运吉祥的象征。

而 Carlsberg Danish Pilsner 设计则彰显两地丰富文化和自然遗产，沙巴版上有温顺的人猿、神秘的莱佛士花，皆属于世界上最稀有之物。另一款设计则象征着砂拉越文化传统，包括沙贝琴的迷人韵律、传统长屋的温馨氛围。

马来西亚 Carlsberg 集团市场总监奥加尔（Olga Pulyaeva）表示，“达雅丰收节、沙巴丰收节的精髓与收割和稻米息息相关。Carlsberg 致敬这一文化传承，并拥抱团结、感恩、共庆的佳节核心精神。我们很高兴能够再次‘欢庆沙巴和砂拉越之最’（Raikan Kebanggaan Sabah & Sarawak），并更加着重本土光彩，也与两位本地艺术才子合作，他们的作品精美体现了沙巴、砂拉越的精神，为庆典每时每刻带来#BestWithCarlsberg 美好时光。”

从 2025 年 5 月 15 至 18 日，欢迎消费者前来 Farley Kuching，体验一年一度的 Carls Harvest Pesta，感受传统与现代相结合的活力庆典。这场活动为期四天，汇集最优质的啤酒，以及由本地艺术人物所带来的精彩现场演出、传统音乐舞蹈表演。到访者可尽享沙砂特色美食和融合菜，同时沉浸于互动体验中，包括制作米粒艺术手链、米粒树脂艺术（Resin Art），以及在 CarlsBar 酒吧参加鸡尾酒工作坊，每两小时还免费送上 Tuak Bomb 炸弹酒，让热度不减。此外，前来参与的“早鸟”消费者还可免费获赠一罐 Carlsberg，作为贴心伴手礼。

不仅如此，店内促销将让消费者有机会带走 MesmeRICEsing 可收藏盘子，共有两款，分别展现出了沙巴的标志象征、砂拉越的精髓，送完即止。消费者更有机会赢取 Apple iPhone 16 Pro 及 11 寸 iPad Air 或 Apple Watch Series 10。浏览 <https://bestwithcarlsberg.my/harvest> 了解更多详情，并在脸书



和 Instagram 关注@CarlsbergMY 跟进最新动态，包括即将推出的 Carlsberg 丰收节歌曲 MV，敬请留守！

这个庆典精彩纷呈，你肯定不容错过，举起酒罐酒瓶，与 Carlsberg “欢庆沙巴和砂拉越之最”
#RaikanKebanggaanSabahSarawak！记得要理性饮酒——酒后不开车，开车不喝酒！
#CELEBRATERESPONSIBLY

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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“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。