

FOR IMMEDIATE RELEASE

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Carlsberg Smooth Draught Celebrates Sabah Pride with Tattoo Art by Bornean Local Artists

Carlsberg Smooth Draught raises its special-edition cans and commemorates Sabah's extraordinary natural wonders with a fun-filled fiesta.

KOTA KINABALU, 19 May 2023 – Building on the robust success of last year's 'Raikan Kebanggaan Sabah & Sarawak' campaign celebrations, Carlsberg Smooth Draught returns to Kota Kinabalu with yet another artful affair to recognise and pay homage to the pride of Sabah's heritage, traditions and natural wonders. This campaign is aimed at bringing people together in appreciation and celebration of the vibrant art of the stunning Borneo islands with Carlsberg Smooth Draught special-edition cans, designed exclusively for Sabah and Sarawak.

Held at the J Borneo Cultural Village, Kota Kinabalu, Carlsberg Smooth Draught elevated this year's launch event even further with a culture-rich affair filled with tattoo art featuring the Orangutan, the majestic Kinabalu mountains and Rafflesia of Sabah, as well as the Longhouse, Hornbill and Sape of Sarawak. These six icons are proudly displayed on the 'Raikan Kebanggaan Sabah & Sarawak' special-edition cans and bottles.

"Last year, Carlsberg Smooth Draught's six special-edition cans were a big hit, so we stepped-up our game to enhance the designs this year. Through the uniqueness and authenticity of tattoo art, we celebrate the culture and traditions of the locals, as well as the wonderful offerings of Bornean pride", said Olga Pulyaeva, Marketing Director of Carlsberg Malaysia.

"Being here, meeting both the famous Sabahan and Sarawakian tattoo artists in person and celebrating with everyone is truly a memorable experience for us. What better way to reciprocate the love and support from our Sabah and Sarawak consumers and make their drinking moments the best with Carlsberg", Pulyaeva shared in the launch event, which echoed cheers and laughter throughout the evening.

In line with the objective of 'designed by locals for locals', Ernesto Kalum and Carlos Benny, the artists behind the Carlsberg Smooth Draught special-edition cans artwork, showcased live demonstrations of their craft while other guests were getting temporarily inked with their favourite icons.

In addition, an iconic bamboo bar that served Carlsberg Smooth Draught infused Tapai Bombs was spotted alongside tasty local delicacies and guests were awed by the colourful native dance performances. The Canang Borneo band also took the stage with a mix of contemporary and traditional Bornean music while partygoers captured their 360° camera shots at the 'Dinding Kebanggaan', which donned the artistic collage of the special-edition cans. Some others were seen busy creating individual tote bags with their favourite icons or crafting their own eco-cutlery.

From April until the end of June, beer lovers in Sabah and Sarawak can stand a chance to win cool gadgets including the iPad Air, iPhone and AirPods with any purchase of at least RM200 of Carlsberg Danish Pilsner or Carlsberg Smooth Draught at participating bars and pubs, 12 big bottles at food courts and coffee shops, or a 24-can carton at super hypermarkets and other retail outlets, respectively, in a single receipt. Consumers can also redeem limited-edition Sabah and Sarawak t-shirts, while stocks last.

Visit <https://carlsbergsabahsarawak.com> to find out more about promotions in-store. 'Like' and 'Follow' @CarlsbergMY on Facebook and Instagram for Carlsberg Smooth Draught's latest activities and giveaways.

At Carlsberg Malaysia, we advocate responsible consumption, always remember if you drink, don't drive – **#CELEBRATERESPONSIBLY**.

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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, Jolly Shandy 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 顺啤与婆罗洲当地纹身艺术家欢庆沙巴之最

Carlsberg 顺啤推出特别版罐装，并带来有趣的活动以庆贺沙巴非凡自然奇观

（亚庇 2023 年 5 月 19 日讯）随着去年“欢庆沙巴和砂拉越之最”（Raikan Kebanggaan Sabah & Sarawak）活动庆典取得巨大成功，Carlsberg 顺啤（Carlsberg Smooth Draught）再度回到亚庇，带来又一个艺术气息的体验，表彰和致敬沙巴引以为荣的遗产、传统和大自然之美。通过专为沙巴和砂拉越设计的 Carlsberg 顺啤特别版罐装，此活动旨在让人们一起珍惜和欣赏两地绚丽多彩的艺术。

通过满满文化气息的纹身艺术，进一步提升了 Carlsberg 顺啤今年在亚庇 J Borneo Cultural Village Belian 举办的发布会，纹身艺术包括人猿、雄伟的京那巴鲁山和沙巴的莱佛士花，以及砂拉越的长屋、犀鸟、沙贝琴。这六个图案都能在“欢庆沙巴和砂拉越之最”特别版罐装和瓶装上找到。

马来西亚 Carlsberg 集团市场总监奥加尔 (Olga Pulyaeva) 表示，“去年 Carlsberg 顺啤的 6 款特别版罐装大受欢迎，因此我们今年更进一步改造设计。通过纹身艺术的独特性和真实性，我们庆祝两地的文化与传统，以及美妙的供品。”

奥加尔在充满欢声笑语的发布会上说，“来到这里，与著名的沙巴和砂拉越纹身艺术家亲自会面，并与大家一起欢庆，对我们来说是一个难忘的经验。这也是我们回报沙巴和砂拉越消费者的爱和支持的一种方式，让他们与 Carlsberg 有更好的饮酒时刻。”

符合我们‘由本地人为本地人’的目标，创造了特别限量版 Carlsberg 顺啤罐装艺术，背后的艺术家是 Ernesto Kalum 和 Carlos Benny，两位也在现场大秀才艺，除此之外到访者也在活动时选择自己喜爱的暂时性“纹身”图案。

此外，现场标志性的竹子酒吧供应了含有 Carlsberg 顺啤的 Tapai Bombs，以及各种本地美食，到访者被丰富多彩的本土舞蹈表演所震撼。Canang Borneo 乐队也在舞台上演奏了两地现代与传统的音乐，参加派对的人则在“Dinding Kebanggaan”拍摄了他们的 360 镜头照片，这些照片采用了特别版罐装的艺术拼贴画，而有些则忙着制作自己的手提袋或环保餐具。

从 4 月至 6 月尾，沙巴和砂拉越的啤酒爱好者可享有机会赢取电子产品，包括 iPad Air、iPhone 以及 AirPods，只需凭单张收据，在有参与活动的酒吧和酒馆购买至少 200 令吉的 Carlsberg Danish Pilsner 或 Carlsberg 顺啤，或在美食中心和咖啡店购买 12 支大瓶，或在超市霸市和其他零售店购买一箱即 24 罐。消费者还可以兑换限量版的沙巴和砂拉越 T 恤，送完即止。

浏览 <https://carlsbergsabahsarawak.com> 以了解更多有关促销详情。在脸书和 Instagram 按‘赞’和‘关注’@CarlsbergMY 以获知 Carlsberg 顺啤酒最新活动和好康。



在马来西亚 Carlsberg，我们提倡负责任的消费，牢牢记住#理性饮酒，“酒后不开车，平安到永久”

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