

FOR IMMEDIATE RELEASE

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## Hop into an Auspicious 2023 by Brewing Prosperity Together this Chinese New Year!

Carlsberg brings smoothness and prosperity to reunions with its exclusive artist edition cans in the year of the Rabbit.

SHAH ALAM, 19 December 2022 – As everyone prepares to usher in the lunar new year, Carlsberg celebrates the joy of reunions and abundance of prosperity through its 2023 Chinese New Year (CNY) campaign themed *'Brewing Prosperity Together'*. The Carlsberg brand continues its past CNY traditions by launching yet another beautiful artist edition packaging, which is inspired by the celebratory nature of family and friends reunions in welcoming prosperity. Created by multi award-winning illustrator Feifei Ruan, the creative and illustrious visual storytelling truly captures CNY's oriental charm.

A masterpiece that heralds in a smooth and prosperous year ahead, Feifei Ruan's design concept of a spring wonderland depicts eight magical rabbits transformed from the golden liquid of Carlsberg premium brew gathering in the beer forest and bringing along with them happiness, wellness, and prosperity as they reunite. The piece is also embellished with elegant koi fishes, to signify luck and good fortune, flying swallows that welcome the spring and new beginnings as well as dragonflies for harmony, prosperity and good luck. Intertwined within the elements are also gold coins and blooming peonies symbolising wealth and prosperity to usher in new beginnings.

Carlsberg's theme "Brewing Prosperity Together" or 合家团圆, 好运连连 accentuates the vibrant bustling of family gatherings and togetherness that Carlsberg aspires to celebrate, emulating the rich traditional and warm-hearted moments of an auspicious reunion with family, friends and dear ones.

The *'Brewing Prosperity Together'* artwork that is elegantly wrapped across both cans and bottles has Carlsberg Danish Pilsner signifying prosperity, while the designs on Carlsberg Smooth Draught seeks to deliver a smoother year ahead, making these Carlsberg brews the perfect choice for celebrating the festivity and for enjoyment during get-togethers with family and friends.

"At Carlsberg, this CNY is all about celebrating reunions and prosperity. Our CNY-themed artist edition packaging this year is widely available and celebrated across China, Singapore and Hong Kong, as well as here in Malaysia. To us, *'Brewing Prosperity Together'* represents our hopes and best wishes for all our consumers across the region so that together, we may have an auspicious 2023 filled with smoothness, prosperity and happiness," stated Stefano Clini, Managing Director of Carlsberg Malaysia.

To kick-off the celebration and usher in a prosperous CNY, Carlsberg's nationwide campaign that will run from 1 December 2022 to 28 February 2023 across various platforms, offers consumers stunning rewards in the form of premium collectibles and ang pows, which also carries the same creative illustrations on the artist edition packaging, perfect premium gifts for family reunions and eWallet credits for that additional good fortune.

Shoppers who purchase any two cartons of Carlsberg Danish Pilsner or Carlsberg Smooth Draught plus a carton of any premium brands (Somersby Cider Assortment, 1664 Blanc, 1664 Rosé, Connor's Stout Porter or Asahi Super Dry), will be able to redeem an exclusive Neoflam Fika Stock Pot worth RM275. To get a two-piece Neoflam Smart Seal set worth RM60, consumers need to only purchase any six sets of 4-can packs or 24 cans of 1664 Blanc/1664 Rosé, Asahi Super Dry, Carlsberg Special

Brew or Connor's Stout Porter. Over in Sabah and Sarawak, the purchase of any two cartons of Carlsberg Danish Pilsner or Carlsberg Smooth Draught, inclusive of a carton of premium brands, will reward consumers with a three-piece Neoflam Smart Seal set worth RM84. Exclusive to 99 Speedmart in West Malaysia, shoppers can bag themselves a one-of-a-kind artist edition mug with the purchase of one carton of either Carlsberg Danish Pilsner or Carlsberg Smooth Draught, together with a 12-can pack of 1664 Blanc.

To celebrate 'Drumming Prosperity Together', consumers who spend a minimum of RM288 on selected Carlsberg products in participating super hypermarkets nationwide, will stand a chance to 'Drum and Win' themselves up to RM388 Touch 'n Go eWallet credit. Additionally, contestants can also walk away with a 4-can pack of either 1664 Blanc, 1664 Rosé, Somersby Apple Cider, Somersby Passion Fruit & Orange Cider, Connor's Stout Porter or alcohol-free Somersby Apple 0.0.

In convenience stores, consumers can ring in some prosperity by winning up to RM388 in Touch 'n Go eWallet when they purchase RM20 worth of Carlsberg Malaysia products. Touch 'n Go eWallet credit of up to RM888 is also up for grabs in bars and pubs with purchase of one tower, two buckets, six full pints, 10 half pints or 10 mugs.

Over at selected food courts and eateries, special CNY Celebration Nights have been scheduled with lion dance performances, singing performances and 'Drumming Prosperity Together' activities where consumers can 'Drum and Win' Touch 'n Go eWallet credits to ring in the New Year. Consumers who buy any Carlsberg brew during these events will also stand a chance at winning unique prizes. As a special bonus throughout the CNY campaign period, those who collect 12 limited-edition big bottle caps of any Carlsberg Danish Pilsner, Carlsberg Smooth Draught or Carlsberg Special Brew will be able to redeem an exclusive glass container and be in the running to win the grand prize of RM2,888 cash Ang Pow.

For more exciting news and information on Carlsberg's Chinese New Year celebrations, promotions and locations, visit [www.carlsbergcny.com.my](http://www.carlsbergcny.com.my) or follow @CarlsbergMY on Facebook at [www.facebook.com/CarlsbergMY](http://www.facebook.com/CarlsbergMY) for the latest updates! And remember, as part of advocating responsible consumption, **#CELEBRATERESPONSIBLY** – if you drink, don't drive.

– End –

For more communication materials, scan here:



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

## 癸卯兔年 “合家团圆，好运连连” 一起跃进吉祥 2023 年！

Carlsberg 推出独家兔年艺术家版包装，让大家欢聚一堂启福年，启顺年

（**莎亚南 2022 年 12 月 19 日讯**）随着大街小巷准备迎接农历新年的来临，Carlsberg 启动以“合家团圆，好运连连”（Brewing Prosperity Together）为主题的 2023 农历新年活动，与大家欢庆团圆喜悦，一起兴旺发！Carlsberg 品牌再续以往过年传统，推出又一款精美艺术家版（Artist Edition）包装，其灵感来自家人好友团聚迎新接福的氛围。由曾多次获奖的插画师阮菲菲（Feifei Ruan）创造，该作品创意十足、视觉叙事杰出，真正体现出了农历新年色彩！

阮菲菲以春天乐园为设计概念描绘了八只从 Carlsberg 优质啤酒的金色液体幻化而成的神奇兔子聚集在啤酒森林中，而它们将带着幸福安康，福气满满的祝福一起团聚。此外，作品里的锦鲤鱼象征着鸿运当头，飞翔的燕子代表迎接春天和新的开始，而蜻蜓代表和谐、吉祥和好运。金币和盛开的牡丹则象征着金玉满堂，万象更新。

Carlsberg “合家团圆，好运连连” 主题显出全家欢聚一堂的热闹气氛，也是 Carlsberg 欲分享的一种喜悦，呈现出家人好友亲人团圆的丰富风俗和温馨时刻。

“合家团圆，好运连连” 艺术作品在该品牌酒罐酒瓶上展示，Carlsberg Danish Pilsner 的包装祝贺大家一起启福年，而 Carlsberg 顺啤（Carlsberg Smooth Draught）则恭贺大家一起启顺年，Carlsberg 优质啤酒即是亲朋好友齐聚一堂，共迎佳节的最佳选择。

马来西亚 Carlsberg 集团董事经理葛利尼（Stefano Clini）说道，“对 Carlsberg 而言，农历新年是为了庆祝团圆喜悦，传递吉祥祝福。我们今年农历新年为主题的艺术师版包装在中国、新加坡、香港以及马来西亚广泛销售欢庆新年。“合家团圆，好运连连” 代表着我们对此区所有消费者的美好祝福，让我们一起启福年，启顺年，跃进幸福吉祥的 2023 年！”

为了开启新年喜庆、迎接好运，Carlsberg 将于 2022 年 12 月 1 日起至 2023 年 2 月 28 日，在各大平台展开全国促销活动，并准备了各种好康奖赏消费者，包括精致收藏品、同样拥有艺术家版包装上创意插画的红包、佳节送礼精品，以及电子钱包为您带来更多好运。

购买任何两箱 Carlsberg Danish Pilsner 或 Carlsberg 顺啤的消费者，再加上任何一箱高端品牌啤酒（Somersby Cider 系列、1664 Blanc、1664 Rosé、Connor's Stout Porter 或 Asahi Super Dry），可兑换一套价值 275 令吉的独家 Neoflam Fika Stock Pot 陶瓷锅。若想要得到价值 60 令吉的两件套 Neoflam Smart Seal 密封罐，消费者只需购买任何六套 4 罐装，或 24 罐 1664 Blanc/1664 Rosé、Asahi Super Dry、Carlsberg Special Brew 或 Connor's Stout Porter。至于沙巴和砂拉越的消费者，购买任何两箱 Carlsberg Danish Pilsner 或 Carlsberg 顺啤，包括一箱高端品牌啤酒，即可兑换价值 84 令吉的三件套 Neoflam Smart Seal 密封罐。消费者也可在西马 99 Speedmart 连锁购买一箱 Carlsberg Danish Pilsner 或 Carlsberg 顺啤以及一套 12 罐装 1664 Blanc，即可获得独家推出的艺术家版陶瓷杯。

为了一起“擂鼓震响，大吉大利”（Drumming Prosperity Together），消费者只需在全国有参与此活动的超市购买 288 令吉的任何 Carlsberg 产品，可享有机会“擂鼓即赢”（Drum and Win）获取高达 388 令吉 Touch 'n Go eWallet 电子钱包。除了成功赢取电子钱包，参赛者也可额外获取一套 4 罐装

1664 Blanc、1664 Rosé、Somersby Apple Cider、Somersby Passion Fruit & Orange Cider、Connor's Stout Porter 或无酒精的 Somersby Apple 0.0。

消费者也可在便利店接好运，购买总值 20 令吉大马 Carlsberg 旗下产品，即有机会赢取高达 388 令吉 Touch 'n Go eWallet 电子钱包。在酒吧酒馆畅饮时，凡购买一个啤酒塔 (tower)、2 桶 (bucket)、6 大杯 (full pint)、10 小杯 (half pint) 或 10 杯 (mug)，可待抢高达 888 令吉 Touch 'n Go eWallet 电子钱包。

与此同时，Carlsberg 将在指定美食中心和餐馆，特别带来农历新年欢庆之夜，并准备了舞狮表演、歌唱表演，以及“擂鼓震响，大吉大利”活动，让消费者“擂鼓即赢”获取 Touch 'n Go eWallet 电子钱包，在新一年接财迎福。在这些活动上购买任何 Carlsberg 啤酒的消费者将有机会获取独特奖品。作为农历新年活动期间的特别福利，收集 12 个限量版的 Carlsberg Danish Pilsner、Carlsberg 顺啤或 Carlsberg Special Brew 瓶盖，即可兑换独家玻璃饭盒，并享有机会赢取 2888 令吉现金红包大奖。

更多关于 Carlsberg 农历新年庆祝活动、促销活动以及地点的精彩消息与资讯，欢迎浏览 [www.carlsbergcny.com.my](http://www.carlsbergcny.com.my) 或在脸书跟踪 @CarlsbergMY ([www.facebook.com/CarlsbergMY](http://www.facebook.com/CarlsbergMY))。#理性饮酒，你我有责——时时刻刻牢记“酒后不开车，平安到永久”！

-完-

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