

**PRESS  
RELEASE**

## **HARVESTING GREAT PRIZES FOR HARI KAAMATAN Carlsberg Gears Up With Attractive Consumer Promotions**

**KOTA KINABALU, 10 April 2013:** With the return of East Malaysia's highly anticipated Harvest Festival, Malaysia's most preferred beer brand, Carlsberg, continues to build on its positive momentum by bringing more excitement to discerning beer drinkers with attractive consumer promotions.

The Hari Kaamatan in Sabah or known as Harvest Festival is celebrated with a lively and harmonious atmosphere, gathering the villagers from various tribes thanks to the rice God and spirits for their good harvest and blessings prayer for the following year.

"It is an honour for Carlsberg to be part of the largest native festival in Sabah. In line with this, Carlsberg has put together greater and merrier promotions to celebrate the annual festival with our loyal consumers and customers in East Malaysia," shared Mr Teoh Nar Teik, Regional Sales Manager of Carlsberg Malaysia.

This year, the Harvest Festival consumer promotion will be offering a greater promotion for the consumers in Sabah from 15 April to 15 June. Amongst the consumer promotions in store include an exclusive Carlsberg T-shirt which can be redeemed with 12 big bottle caps coded "Q 2013" or 24 small bottle caps coded "P 2013". Where else consumers who collect 6 big bottle caps coded "Q 2013" or 12 small bottle caps coded "P 2013", are entitled to a small bottle of Carlsberg.

To hype up the biggest annual festival celebrated by the natives of Sabah, Carlsberg will once again collaborate with the Kadazandusun Cultural Association (KDCA) to run Harvest Festival activities from 1 until 31 May. The collaboration will also see a consumer promotion via a lucky draw with every purchase of six cans of Carlsberg to redeem one entry form to answer a simple question about Carlsberg. The entry entitles consumers to win fascinating prizes, including the Grand Prize of one Samsung 46" LED TV Series 5 and one unit of Samsung GALAXY SIII (16GB). The draw will be held at Rumah Penampang, KDCA at 3pm on 31 May 2013.

Since the global rebranding in 2011, Carlsberg has improved its brand equity and recorded positive sales through its successful and effective sales and marketing initiatives. Carlsberg's success as Malaysia's most preferred beer brand is a result of constant innovation to the brand's products, packaging, promotions and marketing.



For more information on Carlsberg's involvement in the Harvest Festival, please visit [www.carlsbergmalaysia.com.my](http://www.carlsbergmalaysia.com.my) or [www.facebook.com/Carlsberg](https://www.facebook.com/Carlsberg)

### **About Carlsberg**

Since 1847, the founder of Carlsberg, J.C. Jacobsen has committed himself to bringing science to the art of brewing. With the never-ending quest in search of the latest developments in the world of beer and most importantly cultivated a pure yeast strain that ensured each beer tasted as good as the last.

Since then, the Carlsberg brand has enjoyed global brand distribution, has become a brand of high awareness, and is the 'name above the door.' All of which still links back to its founders, whose deep heritage of passion, innovation and entrepreneurship still connects with today's young consumers. A sign that their spirit is still a part of what makes Carlsberg special.

### **Bold New Look, Same Great Taste**

The new positioning calls for a brand that is vibrant, contemporary, young, 'cool', inspirational, bold and modern and is anchored on the rich heritage of Carlsberg as well as the same good quality and great taste of Carlsberg. With this initiative, consumers will see a refresh across every channel, market and touch points.

Carlsberg packaging will also be receiving a fresher and modern look. The new packaging on its Quart and Profile bottles will see the Carlsberg brand embossed on the bottle, with a new neck-shape label, all of which presents Carlsberg in a very appealing manner. While the content size and Carlsberg's great taste will remain untouched, the new packaging is expected to be more appealing to a wider, more modern audience while at the same time delivering a far more iconic and consistent look and feel to all Carlsberg's packaging.

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