

FOR IMMEDIATE RELEASE

Press Statement 24/2024

14 October 2024

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Join Carlsberg Smooth Draught and Our Local Heroes in Honouring the Spirit of Borneo

Carlsberg Smooth Draught Invites Consumers to ‘*Raikan Kebanggaan Sabah & Sarawak*’

SHAH ALAM, 14 October 2024 – Carlsberg Smooth Draught’s ‘*Raikan Kebanggaan Sabah & Sarawak*’ campaign continues, staying true to its “By Locals, For Locals” spirit by celebrating the rich heritage and pride of Sabah and Sarawak. This year, the campaign partners with three inspiring local heroes—Sarawak’s Olympic diver Pandeleda Rinong, Sabah’s K-Pop sensation Isaac Voo, and Miss Universe Malaysia 2020, Francisca Luhong, who is now a model and TV host. Each of these figures represent the unique culture and pride of Sabah and Sarawak.

The *Raikan Kebanggaan Sabah & Sarawak* campaign and artist-edition cans are a toast to Borneo’s celebrated figures, encouraging Sabahan and Sarawakians to embrace their roots. From achieving historic milestones to representing Malaysia on the global stage, these local heroes are deeply connected to their heritage. By teaming up with these amazing personalities, Carlsberg Smooth Draught aims to honour the creativity, resilience, and spirit of Sabah and Sarawak that they so proudly represent.

From securing multiple gold medals to making history as Malaysia’s first female Olympic medallist, Sarawakian diver Pandeleda Rinong draws strength from her roots. “When I think of Sarawak, the word peace comes to mind—it is similar to the kind of feeling I get from being near the waters. Growing up I was surrounded by people from all walks of life who have inspired and encouraged me to turn my love for diving into something greater. Through my achievements, I hope to inspire everyone to celebrate our unique heritage.”

As Malaysia’s first K-Pop idol, Isaac Voo draws deep inspiration from his roots, especially through music and dance, “As a Sabahan, I’ve always appreciated the love we share for music and dance, which has played a huge role in my success as a K-POP idol. I hope to inspire others just as my community has inspired me.”

Francisca Luhong is part of Sarawak’s orang Ulu community, with her heritage being a source of strength and pride, “Sometimes you don’t realize how much heritage impacts your life. I never would have thought it would bring me to one of my biggest life milestones. It’s a big part of our culture to dance, to celebrate. So, whenever my community celebrates my wins together with me, I feel an immense sense of pride for making my community proud.”

To hear more of their stories, head over to [@CarlsbergMY](https://www.instagram.com/CarlsbergMY) on Instagram and watch the full videos.

Adding a touch of innovation, the campaign features two unique Instagram filters—one for Sabah <https://qr.page/g/jYVTtg9O4Z> and one for Sarawak <https://qr.page/g/34jdJSjn0ql>. By using the filters to scan any Carlsberg Smooth Draught can, consumers can unlock an immersive AR experience that



showcases iconic Bornean symbols such as the Hornbill and Orangutan, the traditional Longhouse, the classical Sape, as well as the rare Rafflesia and the magnificent Mount Kinabalu.

For a more enhanced AR experience, visit these bars in Sabah and Sarawak until the end of October to enjoy the unique AR features live in a vibrant setting!

Sabah	Sarawak
Kota Kinabalu: Moginum Restobar, Biru Biru Café & Bar Tawau: Craft Brew Sandakan: OT Bistro	Kuching: The Tiplers, Snack 19 Bistro Bintulu: 4K Bar & Bistro Miri: Octo Gastrobar

Visit <https://carlsbergsabahsarawak.com> to find out more about the campaign or '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 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

与 Carlsberg Smooth Draught 和本土英雄 致敬沙砂精神

Carlsberg Smooth Draught 诚邀消费者“欢庆沙巴和砂拉越之最”

（莎亚南 2024 年 10 月 14 日讯）Carlsberg Smooth Draught “欢庆沙巴和砂拉越之最”（Raikan Kebanggaan Sabah & Sarawak）市场活动继续推进，秉持“本地人为本地人”理念，为东马丰富遗产及光荣点滴喝彩。今年的活动与三位励志本土英雄携手合作——砂拉越奥运跳水好手 Pandelega Rinong、沙巴人气韩星 Isaac Voo 郭凯名，以及 2020 年大马环球小姐（Miss Universe Malaysia）及职业模特兼电视主持人 Francisca Luhong，这些人物各自代表了沙巴和砂拉越独特的文化和自豪感。

“欢庆沙巴和砂拉越之最”活动及艺术家版罐装，旨在向两地杰出人物举杯，并鼓励沙砂人民拥抱自己的根源。这些本土英雄不仅在历史上取得了里程碑式的成就，且在国际舞台上为国争光，同时与各自的文化遗产有着深厚的联系。

通过与这几位杰出人物的合作，Carlsberg Smooth Draught 旨在致敬他们所代表的沙砂创造力、韧性与精神。

从多枚金牌获得者到大马史上首位女性奥运奖牌得主，砂拉越跳水公主 Pandelega Rinong 从文化传承中汲取力量。她说，“每当我想起砂拉越时，脑海中就会浮现‘和平’这个词——这与我在水面时的感觉类似。从小到大，我身边有来自各行各业的人，他们激励我，鼓励我，让我将对跳水的热爱转化为更伟大的成就。通过我本身的成就，我希望能够启发大家颂扬我们独特的文化遗产。”

作为大马首位韩星，Isaac Voo 郭凯名深受沙巴风情启发，尤其是在音乐和舞蹈方面。他表示，“身为沙巴人，我一直珍视我们对音乐和舞蹈的热爱，这在我的韩星生涯中成功起到了很大的作用。我希望能够启发他人，就像本土社群启发我一样。”

身为砂拉越乌鲁人（Orang Ulu）的 Francisca Luhong，以自身文化遗产为力量，并引以为荣。她表示，“有时候你并不意识到传统文化遗产对一个人的生活有着巨大影响。我从未想过它会让我达到人生中的一个重大里程碑。共舞共庆在我们的文化中占很大一部分。因此，每当本土社群和我一起庆祝我的成就时时，我都会感到无比自豪，因为我能够为集体争光。”

欲深入了解本土英雄的故事，可打开 Instagram 搜索 [@CarlsbergMY](#)，观看完整视频。

为了增添创新元素，此次活动也推出了两款独特 Instagram 滤镜——沙巴（<https://qr.page/g/jYVTtg9O4Z>）和砂拉越（<https://qr.page/g/34jdJSjn0ql>）各别一款。消费者通过使用这些滤镜扫描任何 Carlsberg Smooth Draught 罐装，即可解锁沉浸式增强现实（AR）体验，让各种沙砂代表性象征浮现，如犀鸟、人猿、传统的长屋、经典的沙贝琴、稀有的莱佛士花，以及壮丽的神山。

欲让 AR 体验更精彩，趁 10 月结束前前往以下位于沙巴和砂拉越的酒吧，亲身体验独特的 AR 功能，尽情享受充满活力的环境！

沙巴	砂拉越
亚庇: Moginum Restobar、Biru Biru Café & Bar 斗湖: Craft Brew 山打根: OT Bistro	古晋: The Tipplers、Snack 19 Bistro 民都鲁: 4K Bar & Bistro 美里: Octo Gastrobar

更多活动详情，请浏览 <https://carlsbergsabahsarawak.com>。打开脸书和 Instagram 关注 @CarlsbergMY，以获知 Carlsberg Smooth Draught 最新活动及好康送出。

马来西亚 Carlsberg 集团提倡理性饮酒，时时刻刻牢牢记住“酒后不开车，开车不喝酒”！
#CELEBRATERESPONSIBLY

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欲获取更多资讯，请扫描以下二维码：



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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拥有股份，也通过出口市场扩大区域范围，包括香港、台湾、老挝、柬埔寨、泰国。

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 及 Carlsberg Special Brew，还有国际优质啤酒：法国优质小麦啤酒 1664 Blanc、1664 Brut 及 1664 Rosé、日本 Sapporo Premium Beer、欧洲苹果酒 Somersby、英伦式 Connor's Stout Porter，以及本地品牌：SKOL、Royal Stout、Nutrimalt。

我们拥有 600 多名员工，都以负责任方式销售本集团旗下产品，并在可持续发展的驱动下开展业务。本集团旗下产品仅供年龄 21 岁以上的非穆斯林消费者使用。理性饮酒，你我有责，时时刻刻牢牢记住：酒后不开车，开车不喝酒！**#CELEBRATERESPONSIBLY**

敬请浏览 www.carlsbergmalaysia.com.my 了解更多。