

FOR IMMEDIATE RELEASE

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Carlsberg Malaysia Celebrates 3rd Consecutive Year of Platinum Accolades at Putra Brand Awards 2023

Continuing a Legacy of Excellence: A Testament to Consistent Consumer Trust.

SHAH ALAM, 31 January 2024 – Carlsberg Malaysia proudly secured an impressive array of accolades at the prestigious Putra Brand Awards 2023, reaffirming its steadfast commitment to delivering exceptional brews for Malaysian beer, cider, and stout lovers.

Carlsberg, the brewer's flagship brand, once again clinched the coveted Platinum Award – under the beverage-alcoholic category – for the third consecutive year. Notably, this marks the 14th consecutive win for Carlsberg. This recognition at the 14th edition of the Putra Brand Awards is a result of the votes cast by over 11,000 discerning Malaysian consumers, attesting to the exceptional appeal enjoyed by Carlsberg and its affiliated brands.

The Putra Brand Awards is an annual premier brand award launched in 2010 by the Association of Accredited Advertising Agents Malaysia (4As) in association with Malaysia's Most Valuable Brands (MMVB). Measured by consumer preference growth, the organisation aims to recognise brands' excellence within the marketing and advertising landscape.

1664 Blanc, the No. 1 French beer in Carlsberg Malaysia's portfolio, also earned a well-deserved Silver Award. Further contributing to the accomplishments, both Connor's Stout Porter and Somersby cider secured the Bronze Awards in the beverage-alcoholic category.

Olga Pulyaeva, Marketing Director of Carlsberg Malaysia, expressed her elation at the company's remarkable achievements at the Putra Brand Awards 2023. She stated, "We are honoured to celebrate our third consecutive Platinum Award for Carlsberg at the Putra Brand Awards. This recognition is a testament to our unwavering commitment to delivering exceptional and quality brews for discerning Malaysian consumers. It reflects our dedication to maintaining the highest standards of quality and innovation in the industry. It also reaffirms Carlsberg's position as the preferred choice among consumers, showcasing the enduring trust and loyalty our brand enjoys. Our other wins also reflect the diversity and excellence that define our brand portfolio, meeting the varied preferences of our consumers."

In another impressive achievement, SKOL clinched the Bronze at the Putra Aria Brand Awards 2023 in the beverage-alcoholic category. The Putra Aria Brand Awards was established in 2022 by the Association of Accredited Advertising Agents Malaysia (4As) to efficiently and inclusively serve the marketing fraternity by highlighting branding efforts across all segments.

"SKOL's accomplishment adds to our journey of continuous improvement and solidifies our standing as a leader in the industry. Carlsberg Malaysia remains dedicated to raising the bar, as well as delivering outstanding beverages and engaging experiences for our valued consumers. These awards are a testament to our continued pursuit of excellence in the industry, and we are grateful for the ongoing support of our consumers," concluded Pulyaeva.



For more updates and activities by Carlsberg Malaysia and its brands, log on to <https://carlsbergmalaysia.com.my/>.

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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 Sapporo Premium Beer, 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

马来西亚Carlsberg 集团于2023布特拉品牌奖 连续第三年荣获白金奖

延续卓越精神的努力得到肯定，消费者对品牌的持久信赖获得证实

（**莎亚南2024年1月31日讯**）马来西亚Carlsberg集团于2023年布特拉品牌奖(Putra Brand Awards)，荣获了一系列钦佩殊荣，重申了该酒商致力为我国啤酒、果酒、黑啤酒爱好者献上非凡佳品的坚定承诺。

该酒商旗舰品牌Carlsberg再度拿下白金奖（酒精饮料组别），也是连续第3年获得此奖。值得一提的是，Carlsberg已连续第14年在这场颁奖礼上得奖。在超过11,000名品味非凡的马来西亚消费者投选下，该品牌获得了第14届布特拉品牌奖的这份肯定，彰显了Carlsberg及关联品牌所享有的非凡魅力。

布特拉品牌奖是马来西亚年度卓越品牌颁奖盛典，于2010年由马来西亚广告代理商协会（4As）与马来西亚最有价值品牌（MMVB）发起，以消费者偏好增长势头作为衡量，为各大品牌在市场营销广告方面的卓越表现给予肯定。

即马来西亚Carlsberg集团旗下法国第一啤酒品牌，1664 Blanc 也荣获银奖，奋力所得。此外，Connor's Stout Porter和 Somersby获得了酒精饮料组别铜奖，让整体成就更上一层楼。

马来西亚Carlsberg集团市场总监奥加尔（Olga Pulyaeva）对该集团于2023年布特拉品牌奖的卓越成就表示欣喜，她说，“Carlsberg在布特拉品牌奖上连续第三年获得白金奖，我们对此感到非常荣幸。这份肯定证实了我们坚定承诺，为大马消费者献上非凡优质啤酒。这也反映了我们坚持行业品质、创新的最高水平，还重申了Carlsberg在消费者心中的首选位置，展示了我们这个品牌所享有的持久信任度、忠诚度，而其他胜利则反映了旗下品牌的多元性、卓越性，有力满足不同消费者偏好。”

另一钦佩成就便是SKOL在2023年布特拉艾瑞亚品牌奖（Putra Aria Brand Awards）上所获得的酒精饮料组别铜奖。于2022年由马来西亚广告代理协会（4As）发起的布特拉艾瑞亚品牌奖，旨在通过纷呈各领域品牌化努力亮点，以高效性、包容性表彰市场营销界。

奥加尔补充，“SKOL的这一成就为我们持续进取路上增添亮点，并巩固了本集团行业龙头地位。马来西亚Carlsberg集团承诺继续提高水平，为尊贵的消费者献上出色饮料、精彩体验。这些奖项体现了我们在行业中持续追求卓越的精神，我们对消费者的不断支持感激不已。”

欲知马来西亚Carlsberg集团及旗下品牌最新动态和活动，敬请浏览 <https://carlsbergmalaysia.com.my/>。

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