

FOR IMMEDIATE RELEASE

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## Carlsberg Malaysia takes home 5 Prestigious Awards at the Putra Brand Awards 2022

Brewer thanks consumers' trust in Probably The Best Beer, Cider and Stout

**SHAH ALAM, 18 January 2023** – Carlsberg Malaysia has bagged five Putra Brand Awards' accolades – Platinum Award for its flagship brand Carlsberg, Silver for both Somersby cider and its No. 1 French beer 1664 Blanc, while Connor's Stout Porter and Japan's No.1 premium beer Asahi Super Dry won Bronze under the Beverage-Alcoholic category. This is a testament to the brewer's commitment in offering quality brews and engaging brands to Malaysian beer, cider and stout consumers.

Voted by over 6,000 Malaysian consumers, Carlsberg brand outshined other alcoholic beverages, earning the Platinum Award at the renowned 13<sup>th</sup> edition of the Awards. This accreditation also marks the 13<sup>th</sup> consecutive win for Carlsberg.

"We are truly honoured to be voted as the preferred and trusted alcoholic beverages by the Malaysian beer lovers. Having our flagship brand Carlsberg to continue sitting on top of the winning list outperforming other alcoholic beverages for the second consecutive year is a humbling and huge encouragement for us, and we promise to continue pursuing quality and innovation as we strive to Brew for a Better Today and Tomorrow," said Stefano Clini, Carlsberg Malaysia's Managing Director.

"We want to thank all our consumers, customers and the Carlsberg Malaysia family for making this achievement possible each year. Here at Carlsberg Malaysia, we are all about celebrating moments and we want to bring all our consumers closer to their loved ones with moments of togetherness, to celebrate festive seasons together," he added.

Carlsberg Malaysia's Marketing Director, Olga Pulyaeva shared: "Winning five Putra Brand Awards is a testament of Malaysian beer consumers' love for not just Carlsberg, but also the growing popularity of our established premium brews – 1664 Blanc, Somersby, Connor's Stout Porter and Asahi Super Dry. With this, we will continue to strive to create even better beer, cider and stout enjoyment experiences for our Malaysian beer lovers and to always stay relevant, progressive, innovative and engaging with our consumers."

The Putra Brand Awards is an annual premier brand awards event in Malaysia launched in 2010 by the Association of Accredited Advertising Agents Malaysia (4As) in association with Malaysia's Most Valuable Brands (MMVB).

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 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)

## 马来西亚 Carlsberg 集团于 2022 布特拉品牌奖荣获 5 奖

酒商感谢消费者对堪称最佳啤酒、苹果酒及黑啤酒的信任

（**莎亚南 2023 年 1 月 18 日讯**）马来西亚 Carlsberg 集团荣获 5 个布特拉品牌奖（Putra Brand Awards），在酒精饮料类下，旗舰品牌 Carlsberg 获得白金奖，Somersby 果酒和法国第一啤酒 1664 Blanc 则获得银奖，而 Connor's Stout Porter 黑啤酒和日本第一优质啤酒 Asahi Super Dry 获得铜奖，这体现了该酒商承诺成为优秀的品牌和酿造优质的啤酒给予大马啤酒、苹果酒及黑啤酒的消费者。

在超过 6,000 名大马消费者的投票中，Carlsberg 突出的优胜其他酒精饮料并在第 13 届的颁奖典礼上获得了白金奖，这也是 Carlsberg 在布特拉品牌连续获得第 13 次奖项。

马来西亚 Carlsberg 集团董事经理葛利尼（Stefano Clini）表示，“我们真的很荣幸被大马啤酒爱好者评为首选以及信赖的酒精饮料。本集团旗舰品牌 Carlsberg 连续第二年稳居前列超越其他酒精饮料，这对我们来说是一种谦卑但也巨大的鼓励，我们承诺会继续追求品质和创新，致力酿造更好的今天和明天。”

他补充：“我们要感谢所有消费者和客户，以及马来西亚 Carlsberg 家庭，使我们每年都能够取得成就。马来西亚 Carlsberg 集团一向来为欢庆时刻全力以赴，我们有意通过欢聚时刻让消费者与亲朋好友更贴近，一同欢庆佳节。”

马来西亚 Carlsberg 集团市场总监奥加尔（Olga Pulyaeva）说道：“荣获 5 个布特拉品牌奖不仅体现大马啤酒爱好者对 Carlsberg 的喜爱，也显示我们已确立的优质品牌—1664 Blanc、Somersby、Connor's Stout Porter 及 Asahi Super Dry 日渐受欢迎。因此，我们将继续通过啤酒、苹果酒及黑啤酒为大马啤酒爱好者带来更好的体验，并坚持与我们的消费者保持共鸣，一起进步、创新和互动。”

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。

更多关于马来西亚 Carlsberg 集团及旗下品牌的最新动态和活动，请浏览 <https://carlsbergmalaysia.com.my/>。

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