

FOR IMMEDIATE RELEASE

Press Statement 25/2022

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Asahi Invites You On A Journey To Discover Modern Tokyo Through Senses

SHAH ALAM, 20 July 2022 – After last year’s successful immersive glimpse into the culture and cities of the ‘Discover Tokyo’ campaign, Asahi Super Dry returns with a more igniting take on the modern Japanese lifestyle named ‘Discover Modern Tokyo Through Senses’ campaign. Following the timely reopening of international borders in Japan, Asahi kicks into high gear and elevates beer lovers’ senses by upping consumers’ rewards, including a grand prize of a trip for two to Tokyo.

Asahi Super Dry, known for its unique and refreshing “Karakuchi” taste, sets to encourage beer lovers to challenge the ordinary and transport fans to explore the exciting senses and streets of Tokyo. Perfect for those driven by curiosity, the Asahi’s ‘Discover Tokyo Through Sense’ campaign delivers the exciting, unknown and fascinating cultural innovations of modern Japan.

“Tokyo is one of the world’s most enigmatic cities, famed for its neon lights that represent excitement. Through this campaign, we want our consumers to live with this same spirit in mind, step out of their comfort zone and act on their desire to go beyond the ordinary,” said Stefano Clini, Managing Director of Carlsberg Malaysia.

On top of the authentic experience right in the heart of modern Japan, consumers can also bring home the Japanese spirit by owning exclusive neon lights-inspired collectibles such as a limited-edition colour-changing glass and Asahi Sense Tokyo t-shirt.

Asahi Super Dry, Japan’s No.1 beer, is brewed with the highest quality standards, to deliver a dry, crisp taste and quick, clean finish, resulting in a unique super dry aftertaste that leaves drinkers wanting for more, thus, refreshing them for their next exploration.

Running from July to August, consumers stand a chance to win the grand prize of a trip to Tokyo for two when they purchase RM20 worth of Asahi Super Dry at participating bars and pubs in a single receipt. Simultaneously, they are also eligible to win a special prize of the limited-edition Asahi Sense Tokyo t-shirt. During this promotion period, the attractive limited-edition t-shirt is also redeemable at local coffeeshops and food courts with any purchase of three big bottles of Asahi Super Dry beer.

The Grand Prize and Special Prize deals also extend to supermarkets, hypermarkets, convenience stores and e-commerce sites (Shopee, Lazada, Pandamart & Potboy) from July until September, with every RM20 spent in a single receipt.

Additionally, the limited-edition colour-changing glass is up for grabs with purchase of an 8-can cluster pack (320ml) of Asahi Super Dry at participating hypermarkets, supermarkets, convenience stores, and online via Shopee, Lazada, Pandamart and Potboy, while stocks last.

Visit <https://asahisuperdry.com.my/> to find out more about the ongoing promotions. For more information, follow Asahi Malaysia on Facebook at <https://www.facebook.com/AsahiMY> and Instagram at <https://www.instagram.com/AsahiMY/>. All promotions and contests are open to non-Muslims aged 21 and



above. Of course, when purchasing and enjoying Asahi Super Dry, remember to #CelebrateResponsibly – if you drink, don't drive!

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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, Jolly Shandy 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

Asahi 邀您打开感官 探索现代日本

（**莎亚南 7 月 20 日讯**）继去年在 Discover Tokyo（探索东京）活动沉浸式了解文化与城市后，Asahi Super Dry 以名为 Discover Modern Tokyo Through Senses（打开感官，探索现代东京）的活动回归，注入更多活力发掘日本现代生活方式。随着日本重新开放国际边境，Asahi 火力全开为啤酒爱好者点燃感官，并提高消费者奖励，包括两人份东京之旅的大奖。

以独特清爽“辛口”感（Karakuchi）而闻名，Asahi Super Dry 致力于感召啤酒爱好者挑战平凡，并带领他们探索东京的精彩点滴和大街小巷。特为充满好奇心的一众打造，Asahi 的 Discover Tokyo Through Senses 活动将献上有趣、未知且迷人的现代日本文化创新。

马来西亚 Carlsberg 集团董事经理葛利尼（Stefano Clini）表示，“作为全世界最神秘的城市之一，东京以霓虹灯闻名，有着让人热血沸腾的象征。通过这项活动，我们想要启发消费者，怀着相同的精神活出精彩，走出舒适圈，跟随自己的意愿超越平凡。”

除了在现代日本中心的真实体验，消费者也可把日本精神带回家，获取以霓虹灯为灵感的独家收藏品，包括限量版变色酒杯以及 Asahi Sense Tokyo T 恤。

日本第一啤酒 Asahi Super Dry 以严格管理精心酿造而成，只为传递干爽、新鲜、利落的口感，啤酒后味不会长久留在嘴里，让饮酒者渴望更多，也让他们更清新地开启下一个探索。

从 7 月至 8 月，消费者可享有机会赢取两人份东京之旅的大奖，只需在有参与酒吧酒馆，凭单张收据购买价值 20 令吉的 Asahi Super Dry。同时，消费者也有机会赢取限量版 Asahi Sense Tokyo T 恤的特别奖。在促销活动期间，在本地咖啡店和美食中心购买 3 大瓶 Asahi Super Dry，也可兑换这款精美限量版 T 恤。

消费者也可从 7 月至 9 月，在超级市场、霸级市场、便利店、网购平台（Shopee、Lazada、Pandamart 及 Potboy），凭单张收据购买价值 20 令吉的 Asahi Super Dry，并享有机会赢取这份大奖和特别奖。

此外，在有参与霸级市场、超级市场、便利店，以及包括 Shopee、Lazada、Pandamart 及 Potboy 的网购平台，购买一份 8 罐装（320ml）Asahi Super Dry，也可获取限量版变色酒杯，送完即止。

浏览 <https://asahisuperdry.com.my/> 了解更多关于以上促销的详情。欲知更多资讯，在脸书（<https://www.facebook.com/AsahiMY>）和 Instagram（<https://www.instagram.com/AsahiMY/>）跟踪 Asahi Malaysia。所有促销与有奖竞赛仅开放给 21 岁以上的非穆斯林人士。在购买畅饮 Asahi Super Dry 时，记得#理性饮酒——酒后不开车，平安到永久！

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