

FOR IMMEDIATE RELEASE

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## Kanpai to a New Year with a fresh start, with Asahi Super Dry Asahi Super Dry sparks off the New Year with a kaleidoscope of vibrancy

SHAH ALAM, 7 January 2022 – New year, new resolution, new hope. For most people, a new year calls for a new perspective in one's way of beginning a new chapter of life. True to its brand promise of discovering possibilities, Asahi Super Dry presents a kaleidoscope of vibrancy to spark the opportunity to discover a year full of new, exciting possibilities this Chinese New Year.

Inspired by kaleidoscope, this Japanese modern art has the power to show beautiful perspective with unlimited possibilities through its lens. The fascination of kaleidoscope shares the same spirit as Asahi Super Dry – modern, optimistic, and progressive. With the kaleidoscope as the key inspiration, the Japan's No.1 Premium beer, Asahi Super Dry introduces a limited-edition CNY edition packaging that incorporates the vibrancy and unique taste of Japan to welcome the lunar new year with positive spirit.

Caroline Moreau, Marketing Director of Carlsberg Malaysia said, "A new year is like a kaleidoscope of discoveries to explore of an amazing year with infinite possibilities."

"Like the kaleidoscope, new harmonies, and new contrasts that unfold with infinite diversities when viewed through different lenses. We are excited to launch the limited-edition can to 'Kanpai' to a New Year with the unique Karakuchi taste of Asahi Super Dry to showcase the vibrancy of both the Japanese and Chinese cultures together," she added.

Consumers can now purchase this limited-edition CNY cans from supermarkets, hypermarkets, convenience stores and e-commerce sites (Shopee, Lazada, Pandamart & Potboy).

Exclusively on participating eCommerce sites, consumers will get the Asahi Super Dry premium ang pow packet set (10pcs) with an appealing gold and silver kaleidoscope design with purchase of 2x of 4-can pack of Asahi Super Dry. Consumers will receive an additional limited-edition Asahi Super Dry colour changing glass with purchase of a carton of Asahi Super Dry. Kickstarting from 10 January 2022, this promotion will be running while stocks last on participating eCommerce sites.

For more information on the ongoing Asahi Super Dry CNY promotions and events, visit Asahi Malaysia's social media pages. Be sure to 'Like' and 'Follow' @AsahiMY on Facebook and Instagram for the latest news and updates!

Remember to always #CelebrateResponsibly – if you drink, don't drive!

– ENDS –

For further enquiries, please contact:

Joyce Lee  
Manager, Marketing

DL: +603-55226 333

[joyce.ct.lee@carlsberg.asia](mailto:joyce.ct.lee@carlsberg.asia)

Nicole Xiaji Pung  
Executive, Corporate Affairs

DL: +603-55226 241

[nicole.x.pung@carlsberg.asia](mailto:nicole.x.pung@carlsberg.asia)



Carlsberg Brewery Malaysia Berhad (9210-K)  
Carlsberg Marketing Sdn. Bhd. (140534-M)

No. 55 Persiaran Selangor,  
Seksyen 15,  
40200 Shah Alam,  
Selangor Darul Ehsan,  
Malaysia.

Tel +603 5522 6688  
Fax + 603 5519 1931  
[mygroupcomm@carlsberg.asia](mailto:mygroupcomm@carlsberg.asia)  
[facebook.com/CarlsbergMalaysia](https://facebook.com/CarlsbergMalaysia)  
[twitter.com/CarlsbergMY](https://twitter.com/CarlsbergMY)

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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 Thailand, Taiwan, Hong Kong and Laos.

Our international portfolio of brands features Probably the Best Beer In The World – Carlsberg Danish Pilsner, Carlsberg Smooth Draught and Carlsberg Special Brew. 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, as well as US award-winning craft beer Brooklyn Brewery. 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](http://www.carlsbergmalaysia.com.my)

供即时发布

## 与 Asahi Super Dry 为新一年，新开始干杯！ Asahi Super Dry 借助万花筒的色彩活力，点亮新一年

（**莎亚南 7 日讯**）新一年，新决心，新希望。对大部分人而言，在新一年开启人生新篇章，就需要新视野。Asahi Super Dry 忠于其发掘可能的品牌承诺，在这个农历新年献上万花筒般的色彩活力，让您发掘充满新可能、精彩的一年。

作为日本现代艺术的万花筒，能透过不同角度展现各种优美面貌，启发无限可能。万花筒的魅力与 Asahi Super Dry 有着相同的精神——现代、乐观、进取。以万花筒为主要设计灵感，日本第一高端啤酒 Asahi Super Dry 推出限量版农历新年包装，融合了日本色彩和独特风味，带出正能量迎接新春佳节。

马来西亚 Carlsberg 集团市场总监柯诺琳（Caroline Moreau）表示：“新的一年有如万花筒，启发我们发掘充满无限可能、精彩的一年。”

她补充说：“就像万花筒一样，不同角度能展现出无限多样性的新和谐、新色彩。我们对这限量版罐装的推出充满期待，正好能与 Asahi Super Dry 独特 Karakuchi 辛口风味为新的一年 kanpai（干杯），同时也体现日本和中华文化色彩。”

消费者现在可到超级市场、霸级市场、便利店及网购平台（Shopee、Lazada、Pandamart 和 Potboy）入手这款限量版农历新年罐装。

消费者也可在有参与网购平台享有独家好康，购买 2 份 4 罐装 Asahi Super Dry，即可获取一套以金银色万花筒设计为主的 Asahi Super Dry 精致红包封（共 10 张）。而购买一箱 Asahi Super Dry 的消费者，可另外获得一份限量版 Asahi Super Dry 变色玻璃杯。从 2022 年 1 月 10 日开跑的这项促销优惠将在有参与网购平台进行，售完即止。

更多关于正在开跑的 Asahi Super Dry 农历新年促销活动，请浏览马来西亚 Asahi 社交平台专页。记得在脸书和 Instagram 点赞追踪 @AsahiMY 以获知最新消息和更新！

时时刻刻记住#理性饮酒——酒后不开车，平安到永久！

-完-

### 更多咨询，请联络：

Joyce Lee  
市场经理

直线电话：+603-55226 333

[joyce.ct.lee@carlsberg.asia](mailto:joyce.ct.lee@carlsberg.asia)

Nicole Xiaqi Pung 方佳仪  
企业事务执行员

直线电话：+603-55226 241

[nicole.x.pung@carlsberg.asia](mailto:nicole.x.pung@carlsberg.asia)

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Tel +603 5522 6688  
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[facebook.com/CarlsbergMalaysia](https://facebook.com/CarlsbergMalaysia)  
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