

FOR IMMEDIATE RELEASE

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Carlsberg Malaysia Brews History with ChongQing Beer

First Brewer to Brew a Chinese Local Beer Brand Outside China

SHAH ALAM, 27 July 2026 – Carlsberg Malaysia has achieved a historic milestone with the successful local production of ChongQing beer, making it the first brewer to brew a Chinese local beer brand outside of China. This achievement drew a delegation of leading Chinese media to Kuala Lumpur to witness first-hand how one of China's most recognised beer brands is expanding beyond its home market through local brewing as well as the growing influence of Chinese brands, food culture and dining experiences in Malaysia.

Originally crafted in Chongqing in 1958, ChongQing beer is one of China's most recognised local beer brands, carrying nearly 70 years of brewing heritage, shaped by China's vibrant food scene. ChongQing beer is one of Carlsberg China's iconic brands within its portfolio. Carlsberg Malaysia sees it as a complementary fit to the growing demand of local beer market, whilst Carlsberg China sees Carlsberg Malaysia as a strategic fit for ChongQing beer's regional expansion. Together, these competitive advantages have supported ChongQing beer's expansion strategy, offering better drinking experience to consumers while preserving its Chinese heritage and provenance.

Designed with its signature light, refreshing and easy-drinking profile with 3.8% ABV, ChongQing beer is available in 490ml cans at 99 Speedmart outlets nationwide as part of its initial launch. The lager complements flavourful Chinese dishes and communal dining occasions, making it a natural fit for Malaysia's evolving food and beverage scene.

"In recent years, Malaysian consumers have shown growing interest in Chinese brands and lifestyles. Consumption occasions such as hotpot and Chinese cuisine have become increasingly popular. The introduction of ChongQing beer into the Malaysian beer market not only provides consumers with more choices, but also enriches the experience of Chinese dining culture," Stefano Clini, Managing Director of Carlsberg Malaysia said during a media interview.

"As the first brewery in the world to produce ChongQing beer outside China, we are proud to combine our brewing craftsmanship, product innovation expertise, nationwide route-to-market network to iconise ChongQing beer – being the first and only Chinese beer brewed in Malaysia," he elaborated.

The media delegation comprised representatives from leading Chinese media organisations including People's Daily Online Chongqing, Hualong Net, Upstream News, Chongqing Daily, Yicai, Western China International Communication Organization, Liangjiang TV, 21st Century Business Herald, National Business Daily and Chongqing WeMedia Association.

During the two-day visit, the media gained first-hand insights into the brewing, innovation and market journey behind ChongQing beer's first production outside China. Discussions centered



on how ChongQing beer is evolving beyond its home market and the growing popularity of Chinese cuisine in Malaysia. They were impressed with the investment behind ChongQing beer that facilitated a growth beyond exports to local production overseas, a new milestone in the regional expansion of Chinese local brands.

From recipe alignment and brewing parameters to product specifications and quality validation, every stage of the process was carefully calibrated to ensure the beer brewed in Malaysia retains the same refreshing and approachable profile that consumers have come to associate with ChongQing beer.

A key contributor to this success was Roger Li, Regional Sustainability Director, Carlsberg Asia, who previously served as Supply Chain Director of Carlsberg Malaysia. He played a pivotal role in facilitating technical alignment and knowledge transfer between the China and Malaysia teams from August 2025 to June 2026. With more than 20 years of production and brewery management experience across Chongqing Brewery and Carlsberg China, Roger brought deep expertise in brewing operations and quality management.

"Having started my brewing career in ChongQing, it is especially meaningful to see this iconic beer brewed in Malaysia while preserving ChongQing beer's refreshing, smooth and easy-drinking distinctive character that consumers have come know and enjoy. By brewing locally, ChongQing beer becomes more accessible to consumers while staying true to its distinctive character and quality," said Roger.

Remember to always **#CELEBRATERESPONSIBLY**. If you drink, don't drive. For non-Muslims aged 21 and above only.

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For more information, please scan:



For further enquiries, please contact:

Contacts

Media Relations:

Team Carlsberg Malaysia:

Immy Ooi, Senior Manager, Corporate Affairs & Sustainability

+6012-5522 6431

immy.li.ooi@carlsberg.asia

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 Blanc and 1664 Rosé, as well as iconic first beer of Japan, Sapporo Premium Beer, fruity-flavoured alcoholic brand Somersby, British-inspired Connor's Stout Porter, China's pride ChongQing Beer, 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 878 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 Brewing Tomorrow in our quest to achieve net zero carbon emissions throughout our value chain by 2040. Find out more at www.carlsbergmalaysia.com.my

马来西亚 Carlsberg 集团本地酿造重庆啤酒创下历史性里程碑

首家实现中国本土啤酒品牌海外本地酿造的酒厂

（莎亚南 2026 年 7 月 27 日讯）马来西亚 Carlsberg 集团迎来历史性里程碑，成功实现重庆啤酒本地化酿造，成为首家实现中国本土啤酒品牌海外本地酿造的酒厂。这一突破吸引了中国媒体代表团赴马来西亚实地探访。媒体代表深入了解重庆啤酒在当地的生产情况，以及这一品牌如何通过本地化生产拓展海外市场。同时，代表团也关注到中国品牌和中国餐饮文化在马来西亚日益提升的影响力。

重庆啤酒 1958 年在重庆诞生，是中国最知名的本土啤酒品牌之一，拥有近 70 年的酿酒传统，深受中国饮食文化启发，亦是嘉士伯中国旗下的标志性品牌之一。随着马来西亚消费者对中国品牌及餐饮文化的关注持续升温，重庆啤酒与本地市场需求高度契合。与此同时，嘉士伯马来西亚集团成熟的酿造实力、完善的市场网络和营运体系，也为重庆啤酒拓展区域市场提供了理想平台。依托双方优势，重庆啤酒得以更好地拓展区域市场。同时，在保持品牌特色和经典风味的基础上，为消费者提供更多元的选择。

重庆啤酒口感清爽顺口，酒精度为 3.8%，采用 490 毫升易拉罐包装，目前已在全马 99 Speedmart 连锁超市上架。这款拉格啤酒适合搭配中式佳肴和多人聚餐等场景，契合马来西亚多元化的餐饮文化。

马来西亚 Carlsberg 集团董事总经理葛利尼（Stefano Clini）接受媒体采访时指出，“近年来马来西亚消费者对中国品牌及中国餐饮文化的兴趣持续提升，火锅及中式餐饮等消费场景越来越受欢迎。重庆啤酒进入马来西亚市场，不仅为消费者提供了新的产品选择，也将进一步丰富中国餐饮文化体验。”

葛利尼说，“作为首家在中国以外生产重庆啤酒品牌的酒厂，我们很荣幸能够结合自身酿酒工艺、产品创新技术和全国分销网络，将重庆啤酒推向本地市场，成为目前唯一在马来西亚酿造的中国本土啤酒品牌。”

代表团由中国主流媒体机构代表组成，包括《重庆日报》、《第一财经》、《21 世纪经济报道》、《每日经济新闻》、人民网、华龙网、上游新闻、西部国际传播中心、两江卫视等。

在为期两天的参访中，媒体代表实地了解重庆啤酒在嘉士伯马来西亚工厂的酿造过程、创新理念和市场开拓进程，并围绕重庆啤酒如何从国内走向海外以及中国美食文化在马来西亚益受欢迎等进行了交流。重庆啤酒实现了从产品出口到海外本地化生产的新突破，象征着中国本土品牌国际化发展的重要一步。

从配方优化、酿酒参数匹配，到产品规格和质量验证，团队对各环节进行了反复测试与调整，以确保在马来西亚酿造的重庆啤酒延续消费者喜爱的清爽顺口风味。

在项目推进过程中，现任嘉士伯亚洲区可持续发展总监李志坤（Roger Li）发挥了重要作用。2025 年 8 月至 2026 年 6 月期间，他担任嘉士伯马来西亚供应链总监，积极推动中马团队开展技术对接和经验分享。李志坤拥在重庆啤酒及嘉士伯中国拥有超过 20 年的生产管理经验，对啤酒的酿造工艺和品质标准有着深入了解。

李志坤说，“我的酿酒生涯始于重庆，因此能够在马来西亚酿造这款具有代表性的啤酒，对我而言意义非凡。更重要的是，我们成功保留了重庆啤酒清爽、顺滑、易饮的经典风格，让消费者依然能够品尝到熟悉且喜爱的风味。通过本地化酿造，我们希望让更多消费者能够轻松享用这款啤酒，同时延续品牌一贯的品质与特色。”

时时谨记理性饮酒**#CELEBRATERESPONSIBLY**——酒后不开车！仅供年龄 21 岁以上的非穆斯林人士饮用。

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联络方式

媒体公关：

马来西亚 Carlsberg 集团：

黄丽荫（Immy Ooi）
企业事务及可持续发展高级经理

+6012-5522 6431 immy.li.ooi@carlsberg.asia

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持有股份，也通过出口市场扩大区域范围。

本集团旗下国际品牌组合包括全球最佳啤酒 Carlsberg Danish Pilsner、Carlsberg Smooth Draught、Carlsberg Special Brew 及 Carlsberg Alcohol Free Pilsner and Wheat，还有国际优质啤酒：法国优质啤酒 1664 Blanc 及 1664 Rosé、日本标志性首个啤酒 Sapporo Premium Beer、果酒品牌 Somersby、英伦式 Connor's Stout Porter、中国之傲——重庆啤酒、美国屡获殊荣精酿啤酒 Brooklyn Brewery，以及 Tuborg Strong。本地品牌包括 SKOL、Royal Stout、Nutrimalt。本集团旗下产品仅供马来西亚年龄 21 岁以上、新加坡年龄 18 岁以上的非穆斯林消费者饮用。理性饮酒，你我有责——酒后不开车，开车不喝酒！**#CELEBRATERESPONSIBLY**

我们共有 878 名职员，皆以绩效为驱动力、以“酿造更美好的现在和未来”（Brewing for a Better Today and Tomorrow）宗旨为引领。我们致力于实施“酿造未来”（Brewing Tomorrow）ESG 计划，以实现 2040 年前全价值链净零碳排放目标。敬请浏览 www.carlsbergmalaysia.com.my 了解更多。

