

FOR IMMEDIATE RELEASE

Press Statement 06/2023

8 March 2023

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## Shake-Up Your St. Patrick's Day Celebration with Connor's in Almost 200 Outlets Nationwide

Taste the Good Times and unleash your cool, crafty and creative self with Connor's the entire month of March

**SHAH ALAM, 8 March 2023** – Swap out your St. Paddy's Day green and go all blackish as Connor's Stout Porter paints the town with cool and crafty vibes the entire month of March. With a knack for bringing top-notch contemporary and creative experiences to consumers, the black brew is calling all fans to get out their good luck charms, gather their wits and have a go at the Connor's St. Patrick's Day bash.

On top of cool happy hour promotions happening in almost 200 entertainment outlets nationwide, consumers will be chuffed to know that top-notch prizes and exclusive collectibles will be up for grabs in 50 outlets hostings an all out epic do on 17<sup>th</sup> and 18<sup>th</sup> March.

"We are very happy to be able to celebrate one festival after another with all our stout lovers. Connor's Stout Porter is all about '*Taste the Good Times*' and with this year's St. Patrick's Day celebration, we wanted to add a dash of modern British wit to shake things up. Reaching out and engaging with our fans in a big way gives us the opportunity to have fun with consumers whilst enjoying the perfectly balanced taste, creamy head and gentle roasted undertones of Connor's Stout Porter, wherever they are and anytime they are enjoying the good times with mates or family," commented Olga Pulyaeva, Marketing Director of Carlsberg Malaysia.

Running for a good 10 days, from the 10<sup>th</sup> to the 19<sup>th</sup> of March, consumers need only visit their favourite Connor's bar, entertainment outlet or food court to enjoy happy hour with Connor's. For even more excitement, they will be able to try their hand at the St. Patrick's Wheel of Fortune in 50 outlets on the 17<sup>th</sup> and 18<sup>th</sup> of March. All they have to do is purchase three full pints or six half pints and they will be able to give the wheel a go. On top of getting an extra half pint, participants could also walk away with an additional half pint, an exclusive stainless steel Connor's bottle, notebook, tote bag, or even the coveted money-can't-buy St. Patrick's Connor's bowler hat. Contenders will also be in the running to win a set of cool Marshall earbuds worth RM599.

Over in super-hypermarkets and convenience stores, Connor's lovers will be given a chance to master the best shake ritual via Connor's Shake Challenge. Once done, those who took on the challenge will receive an exclusive Connor's tote bag and will be able to enjoy the layered creamy head and the aromas of the four premium malts; for the perfect sip of Connor's.

The fun does not stop there! Those who continue to enjoy Connor's after their Shake Challenge by purchasing one can of Connor's will get a shot at grabbing those Marshall earbuds while buying two 4-can packs instantly rewards consumers with a sleek stainless steel Connor's bottle.

Over on Carlsberg's e-commerce platforms, purchasing one can of Connor's also gives fans the opportunity to win the Marshall earbuds with each can granting participants one shot at the prize, so the more they purchase the higher the chances.

To participate in the Connor's St. Patrick's Day celebrations and to check out the list of participating outlets, visit <https://www.connorsmalaysia.com/> for more details or like and follow Facebook at <https://www.facebook.com/ConnorsMY/>. All promotions and activities are open to non-Muslims aged 21 and above. When purchasing and enjoying Connor's, remember to **#CELEBRATERESPONSIBLY** – if you drink, don't drive!

– End –

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)

## 与 Connor's 在全国近 200 家场所体验不一样的圣帕特里克节 这个 3 月与 Connor's 品尝美好时光，释放您酷炫、好玩和创意的一面

（莎亚南 2023 年 3 月 8 日讯）准备好在这个圣帕特里克节（St. Patrick's Day）以黑代绿，Connor's Stout Porter 将于整个 3 月带来酷炫好玩气息。凭借为消费者献上具有现代感的创新体验的这个黑啤酒，号召其爱好者拿出好运符，绽放自我，前来 Connor's 圣帕特里克节庆典狂欢。

让消费者欣喜的不仅是在全国近 200 家娱乐场所展开的 Happy Hour 限时优惠，而且共有 50 家场所将于 3 月 17 日及 18 日，配合此节日热烈举办庆典，并准备了精致奖品、独家收藏品等待消费者赢取。

马来西亚 Carlsberg 集团市场总监奥加尔（Olga Pulyaeva）指出，“能够与我们的黑啤酒爱好者庆祝一个又一个节日，是让我们感到高兴不已的事。Connor's Stout Porter 的主旨是‘Taste the Good Times’，在今天的圣帕特里克节，我们想要注入一些现代英国元素，让庆典不一样。与各位爱好者广泛互动交流，让我们有机会与消费者一起享乐，同时享用 Connor's Stout Porter 的完美均衡口感、浓厚泡沫、淡淡香烤滋味，也让大家无论何时何处都能与亲朋好友享受美好时光。”

从 3 月 10 日至 19 日这十天期间，消费者只需前往他们喜爱的 Connor's 酒吧、娱乐场所或美食中心，即可享受 Connor's 的欢乐时光。在 3 月 17 日至 18 日，他们将能够在 50 家门店的帕特里克幸运轮盘（St. Patrick's Wheel of Fortune）上一试身手，获得更多刺激。只需购买 3 大杯（full pint）或 6 小杯（half pint）Connor's 即可碰碰运气。除了多一份小杯酒之外，参与者也享有机会获得一份额外小杯酒、独家 Connor's 不锈钢瓶子、笔记本、手提袋，甚至金钱买不到的 Connor's 圣帕特里克节的帽子（bowler hat）。参赛者也有机会赢取一份价值 599 令吉的酷炫 Marshall 无线耳机。

此外，Connor's 爱好者可在超市和便利店，接受 Connor's Shake Challenge 挑战，尝试掌握最佳酒罐摇晃技巧。任务完成之后，挑战者即可获得独家 Connor's 手提袋，并能享用 Connor's，品尝那层浓厚泡沫、4 种优质麦芽的美好。

乐趣不止于此！完成挑战后购买一罐 Connor's 享用的人士，将得到一次参赛机会赢取 Marshall 无线耳机，而购买 2 份四罐装的消费者将立即被奖励一份 Connor's 不锈钢瓶子。

消费者也可以通过 Carlsberg 网购平台购买一罐 Connor's，并享有机会赢取 Marshall 无线耳机，每购买一罐，即可获得一次抽奖机会。买得越多，中奖机会越高。

欲参与 Connor's 圣帕特里克节庆典、查看有参与场所名单，请浏览 <https://www.connorsmalaysia.com/> 以查询详情，或在脸书按赞跟踪 <https://www.facebook.com/ConnorsMY/>。所有促销和活动仅开放给年龄 21 以上的非穆斯林人士。购买享用 Connor's 时，记得要#理性饮酒——“酒后不开车，平安到永久”！

更多资讯，请扫描以下二维码：



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