

FOR IMMEDIATE RELEASE

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Gallop Prosperously and Smoothly into the Year of the Horse with Carlsberg's Limited-Edition Cans and Bottles

Enjoy festive cheers and irresistible rewards this Lunar New Year, all in the spirit of **Brewing Prosperity Together**.

SHAH ALAM, 29 December 2025 – As golden hooves usher in the warmth of reunion, Carlsberg gallops into the Year of the Horse, celebrating the festive season where smoothness and prosperity stride side by side. Backed by the prosperous Chinese zodiac designed limited-edition festive packaging, Carlsberg is once again *Brewing Prosperity Together* 《一起發》— with every sip, every cheer, and every unforgettable reunion.

Drawing inspiration from the nobility of the Horse and the timeless elegance of Chinese lacquer art, the CNY festive-packaging design showcases majestic steeds emerging from swirling clouds shaped from Carlsberg's signature hop leaf — a symbolic ascent towards continuous good fortune, smoothness, and prosperity. Dressed in auspicious crimson, radiant gold, and Carlsberg's iconic jade green, it radiates joy, harmony, and optimism. With its layered textures, modern detailing, and a Horse charging boldly into the new year, the design stands as a striking emblem of rising luck and forward momentum.

“At Carlsberg, we believe celebrations become more meaningful when we bring people together in the spirit of reunion and renewal. This coming CNY, we're proud to unveil a festive identity that is part of a unified regional rollout across Malaysia, China, Singapore, Hong Kong, and Vietnam — our way of delivering #BestwithCarlsberg moments to consumers across Asia,” said Stefano Clini, Managing Director of Carlsberg Malaysia. “Everything we do this season is anchored in a clear purpose: *Brewing Prosperity Together*, as we raise the bar once again and wish everyone a smooth, prosperous, and memorable Year of the Horse with our perfect brews.”

To welcome the Year of the Horse with smooth and prosperous celebrations, Carlsberg is bringing more 'ong' on-ground with its signature CarlsCrib: CNY Edition happening in Kuala Lumpur from 30 January to 1 February 2026. Get ready for festive thrills, exclusive goodies, irresistible bites, live house vibes, and endless reasons to raise a smooth, prosperous toast with Carlsberg. So, stay tuned on our socials @CarlsbergMY— trust us, you won't want to miss what's brewing.

This CNY, Carlsberg is also inviting consumers to join the Shaking Prosperity Together celebration at selected super-and hypermarkets this CNY. Simply spend RM288 on participating Carlsberg brands and step up to the Shaking Prosperity Tree for a chance to shake and win exciting instant rewards — including a limited-edition Carlsberg Rummy Set that's perfect for festive play and family fun. The on-ground experience takes place from 12pm



to 5pm at selected outlets, turning everyday shopping into a hands-on lucky moment where prosperity comes with a shake and celebrations get an extra boost of smoothness.

Auspicious moments continue to unfold because why choose one when you can toast with Carlsberg and the whole brew crew? Shoppers picking up three cartons of 1664 at super-hypermarkets will receive a limited-edition 1664 Rummy Set. Fans of Connor's aren't left out either — three cartons will score them a BBQ grill, just in time for reunion feasts and backyard parties.

Prefer something more travel-ready? In Peninsular Malaysia, three cartons of Carlsberg Smooth Draught, Sapporo or Somersby (with Sapporo included in the mix) earns you a stylish 20" luggage bag. In Sabah and Sarawak, any combo of two cartons of Carlsberg Smooth Draught paired with either a carton of Sapporo or Somersby lands you the same sleek reward.

What's better than angpows during CNY? Win them just by shopping exclusively at 99 Speedmart! From 1 January to 28 February 2026, shoppers who pick up any Carlsberg products stand a chance to share in an impressive RM288,888 cash prize pool. Every week, eleven lucky winners will strike gold with a RM1,788 angpow, while 168 others walk away with RM99! That's not all!

From 1 January to 28 February 2026, consumers could win RM3,888 (8 winners every week!) or RM178 (88 winners weekly) just by raising a glass with Carlsberg. Enjoy any 3 bottles of Carlsberg Danish Pilsner, Carlsberg Smooth Draught, Connor's or Sapporo at your favourite food courts or restaurants and you'll receive a deck of limited-edition Carlsberg playing cards, plus one contest entry. Prefer pubs and bars? Spending RM68 on Carlsberg brands earns one entry; while choosing 1664, Connor's, Sapporo or Somersby gets you two entries. So, whether you're out with friends or enjoying a well-earned nightcap, your next toast could be the lucky one.

And if you are spending RM20 at participating convenient stores? You immediately score RM5 Touch 'n Go credit whilst being in the running to snag a brand-new iPhone 17 Pro. Small spend, big rewards.

This Year of the Horse, Carlsberg invites everyone to ride forward into a year filled with smoothness, prosperity and continue *Brewing Prosperity Together*.

For more exciting news and information on Carlsberg's CNY celebrations, promotions and locations, visit <http://www.bestwithcarlsberg.my> or follow @CarlsbergMY on Facebook at <http://www.facebook.com/CarlsbergMY> and Instagram at <http://www.instagram.com/carlsbergmy/> for the latest updates!

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

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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 Brut, 1664 Blanc and 1664 Rosé, as well as iconic first beer of Japan, Sapporo Premium Beer, European cider Somersby, British-inspired Connor's Stout Porter 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 640 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 Together towards ZERO and Beyond in our quest to achieve net zero carbon emissions throughout our value chain by 2040. Find out more at www.carlsbergmalaysia.com.my

带上 Carlsberg 嘉士伯限量版, 奔向马年启福启顺, 好运来!

丙午马年「一起發 **Brewing Prosperity Together**」 迎来佳节喜悦和丰厚好礼!

(莎亚南 2025 年 12 月 29 日讯) 金马蹄向温馨团圆, 意味丙午马年将至, 嘉士伯 (Carlsberg) 一马当先启福年, 启顺年! 伴随午马生肖限量版贺岁包装闪耀登场, 嘉士伯再次以「一起發 **Brewing Prosperity Together**」为主题, 共举杯、传递福气, 阖家团圆, 共度难忘时光。

此次贺岁包装设计以骏马的高贵气质及中国漆器工艺的雅致为灵感, 呈现骏马威风凛凛, 奔向嘉士伯啤酒花叶幻化的祥云之中, 寓意鸿运连连, 好事接踵而至, 财源滚滚来。整体配色采用吉祥的绯红色、耀眼的金色以及嘉士伯标志性的翡翠绿色, 散发出喜悦、和谐与乐观的气息。设计吸睛, 层次感、现代细节丰富, 骏马昂首迎新岁, 寓意马年福星高照, 鸿运当头。

马来西亚 Carlsberg 集团董事经理葛利尼 (Stefano Clini) 表示, “嘉士伯相信, 佳节庆祝的意义在于团圆与焕新。值此农历新年, 我们很荣幸亮相新年新面貌, 并与马来西亚、中国、新加坡、香港及越南同步, 传递#BestWithCarlsberg 的美好时刻。”他补充说, “我们所做的一切, 始终围绕明确宗旨「一起發 **Brewing Prosperity Together**」并再次提升标准。本集团以旗下优质啤酒为媒, 祝贺大家马年顺顺利利, 吉祥如意。

为迎接马年顺畅与繁荣的庆典, 嘉士伯将从 2026 年 1 月 30 日至 2 月 1 日, 于吉隆坡举办 CarlsCrib: CNY Edition, 带来浓厚年味、独家好礼、精致美食、Livehouse 氛围, 以及无数举杯欢庆的理由。记得留守 @CarlsbergMY 社媒专页, 万勿错过即将登场的精彩。

这个新年, 嘉士伯诚邀消费者前来指定超市霸市“摇起嘉运” (Shaking Prosperity Together), 消费 288 令吉购买有参与的嘉士伯品牌, 即可获得机会摇起嘉运 (Shaking Prosperity Tree), 赢取即时好礼, 包括限量版嘉士伯拉米套装 (Rummy Set), 完美点缀新春聚会与家庭娱乐。这一体验将从中午 12 点到下午 5 点于指定门店展开, 为办年货任务增添喜庆氛围, 摇一摇, 好运来, 好预兆!

新春举杯, 何必只选一种? 与嘉士伯及旗下品牌一起欢庆吧! 消费者凡在超市霸市购买三箱 1664, 即可赢取限量版 1664 拉米套装。Connor's 粉丝也有惊喜, 购买三箱即可赢取一台 BBQ 烧烤炉, 完美搭配团圆盛宴与后院派对。

趁新年踏上新启程! 在西马半岛, 购买三箱 Carlsberg Smooth Draught、Sapporo 或 Somersby (其中包括 Sapporo 在内), 即可赢取 20 寸行李箱, 有型出行。在沙巴和砂拉越, 购买两箱 Carlsberg Smooth Draught, 再搭配一箱 Sapporo 或 Somersby, 也可赢得同款精美礼品。

过年当然少不了红包！从 2026 年 1 月 1 日至 2 月 28 日，凡在 99 Speedmart 连锁超市购买嘉士伯产品的消费者，均有机会从 28 万 8888 令吉奖金池中分得一部分。每周将有 11 位幸运儿赢取 1788 令吉红包，以及 168 位幸运儿获得 99 令吉红包！

此外，从 2026 年 1 月 1 日至 2 月 28 日，消费者只需举起嘉士伯，就有机会赢取 3888 令吉（每周 8 位得主），或 178 令吉（每周 88 位得主）。在美食中心或餐馆享用任何 3 大瓶 Carlsberg Danish Pilsner、Carlsberg Smooth Draught、Connor's 或 Sapporo，即可获得限量版嘉士伯扑克牌，以及一次参赛资格。在酒馆酒吧点价值 68 令吉的嘉士伯，即可获得一次参赛资格，而点 1664、Connor's、Sapporo 或 Somersby 则可获得两次参赛资格。下一次与朋友相聚，还是睡前小酌，可能那一杯将为您带来好运。

若有参与的便利店消费 20 令吉，即可立马获得 5 令吉 Touch 'n Go 充值码，还有机会赢取全新 iPhone 17 Pro，小小的消费，大大的奖励。

马年启程，顺畅与繁荣同行，这个马年，嘉士伯邀您一同驰骋，迎接顺利、繁荣的美好一年，继续「一起發 **Brewing Prosperity Together**」！

更多关于嘉士伯马年活动、促销、地点等详情，请浏览 <http://www.bestwithcarlsberg.my> 或关注 @CarlsbergMY 脸书（<http://www.facebook.com/CarlsbergMY>）和 Instagram（<http://www.instagram.com/carlsbergmy/>），跟紧最新动态！

无论何时何地，都要理性饮酒 **#CELEBRATERESPONSIBLY**，并牢记“酒后不开车，开车不喝酒”。所有活动和产品仅限年龄 21 岁以上的非穆斯林人士。

-完-

欲获取更多资讯，请扫描以下二维码：



若有任何疑问，请联络以下人员：

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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堪称全球最佳啤酒——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 BRUT、1664 Blanc 及 1664 Rosé、日本标志性首个啤酒 Sapporo Premium Beer、欧洲苹果酒 Somersby、英伦式 Connor's Stout Porter、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，时时刻刻牢记住“酒后不开车，开车不喝酒”！**#CELEBRATERESPONSIBLY**

我们共有 640 名职员，皆以绩效为驱动力，并秉承“酿造更美好的今天和明天”（Brewing for a Better Today and Tomorrow）宗旨，我们致力于实施“共同迈向并超越零目标”（Together towards ZERO and Beyond）ESG 计划，以实现到 2040 年全价值链净零碳排放目标。敬请浏览 www.carlsbergmalaysia.com.my 了解更多。