

## **Carlsberg Welcomes the Year of the Dragon with Grand Feast**

**Shah Alam, 1 February 2012:** In conjunction with the Chinese New Year (CNY) celebration, Malaysia's most preferred beer brand, Carlsberg commemorated the Lunar Year in lavish style through a grand feast.

The celebration dedicated to the loyal customers and consumers, celebrities and members of the media were welcomed by the Carlsberg Flying Dragon which received the Malaysia's Book of Record award as the longest inflatable dragon measuring at 118 feet in length. The flying dragon complements the Carlsberg Malaysia's 2012 CNY tagline of "Welcome the new year with the vigour of the dragon for an endless flow of prosperity".

The CNY Open House and Luncheon which took place at the Carlsberg Malaysia's brewery in Shah Alam was a platform to share its achievements by its various brand portfolios and contribution to the society in 2011.

This includes the grand display of the Japanese number one beer Asahi and the number one premium French selling beer Kronenbourg 1664. In line with its glamorous French taste in fashion, Kronenbourg 1664 also showcased an astounding fashion show in conjunction with the L'aperitif Fashion throughout 2012.

Exclusive performance includes international beatboxer, Shawn Lee and evergreen singer Dato' Leonard Tan who is also Mr. Carlsberg. The Muar Lion Dance Troupe known as the 44 time world champion and the 48 time national champion also graced the auspicious event.

"We take this opportunity to thank our loyal Chinese consumers for continuing choosing Carlsberg to be part of these happy occasions and moments. And the sterling Carlsberg CNY RM4,888,888 redemption campaign was the talk of the town when we hit at the various road show location," said Soren Ravn, Managing Director, Carlsberg Malaysia.

The 2012 calendar would be another milestone achievement for Carlsberg Malaysia with the EURO 2012 kicking off in the summer. The appointment of Peter Schmeichel as the Carlsberg ambassador to EURO 2012 was made announced officially to the guests and media.

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