



**TRIPLE THE LAUNCH, TRIPLE THE EXCITEMENT**  
**CARLSBERG MALAYSIA OFFICIALLY LAUNCH NEW CARLSBERG PACKAGING,**  
**ASAHI SUPER DRY AND KOTA KINABALU JAZZ FESTIVAL**

Kota Kinabalu, 31 May 2012 – Malaysia’s most preferred beer brand, Carlsberg continue to excite consumers in East Malaysia by introducing a new, modern, contemporary packaging of Carlsberg big bottle in line with its global brand revamp. The No.1 Japanese beer around the world, Asahi Super Dry was also unveiled at the launch event where invited guests got their first sips of the Asahi Super Dry which is locally produced in Shah Alam. Adding excitement to the festive month, Carlsberg also announced its 3<sup>rd</sup> consecutive sponsorship in the KK Jazz Festival.

“The global brand re-launch of Carlsberg took place across 140 markets worldwide in April last year. After a year of proven success amongst consumers in Peninsula Malaysia, we extend the production of the new Carlsberg big bottle packaging to East Malaysia aligned with the brand direction of Carlsberg. Embracing the new brand tagline of ‘That Calls for a Carlsberg’, the new look and feel of Carlsberg is well-accepted by consumers of all ages, and boost sales to the big bottle packaging significantly,” said Soren Ravn, Managing Director of Carlsberg Malaysia in his opening remark.

“Carlsberg’s crown and logo is very iconic to consumers in Malaysia., And with the nationwide roll-out of Carlsberg big bottle in East Malaysia, we are confident that Carlsberg may be raised in every occasion, especially the beer of choice during the EURO 2012™ Football Championship season,” Ravn added.

“I am very proud to share that Carlsberg won four awards in just the last 2 months. On 24 April, Carlsberg won Gold at the Putra Brand Award for 3 consecutive years; on 8 May, Carlsberg was named winner of the Best Brand in the F&B category of the Brand Laureate Awards 2011/12; at the recent Carlsberg Leadership Conference Gala Dinner in Rome held on 24 May, Carlsberg Malaysia was presented with the prestigious JBR’s 2011 brand re-launch award; and in just 2 days ago, Carlsberg, was for the 14<sup>th</sup> consecutive years, voted as the Most Trusted Brand Award by the Reader’s Digest award,” Ravn shared.



In line with the brewer's growth in premium beer segment, Carlsberg Malaysia added Asahi Super Dry, the No.1 Japanese beer around the world to its growing portfolio credentials. Brewed in a unique Karakuchi style, Asahi Super Dry gives a clean, crisp and refreshing taste with no bitterness.

This is following a recent agreement signing with Asahi Breweries Ltd. (ABL), Carlsberg Malaysia has been awarded the rights to locally manufacture, sell and distribute Asahi Super Dry locally at Carlsberg Malaysia's brewery in Shah Alam,

Soren said that "Given the high Japanese population, expatriate communities and discerning drinkers here in Kota Kinabalu, we are delighted to offer Asahi Super Dry draught here as product freshness is always assured and so is competitive pricing in the premium beer segment."

Carlsberg also announced its continued partnership with the highly anticipated Kota Kinabalu Jazz Festival (KKJF) as the official beer sponsor for the 3<sup>rd</sup> consecutive years. The KKJF President, Mr Jack Ong was present to mark the launch of the music festival together with MD Soren.

At the launch, guests were treated to a mix of fun ranging from the Carlsberg Ice Sculpture to reveal the quart bottle to the Asahi Super Dry electrifying dance performance. In addition to that, they also were given an exclusive opportunity to snap photographs with the newly launched Carlsberg and Asahi Super Dry Wall of Fame while enjoying the melodic tunes of jazz performances by ELIXIR.

### **About Carlsberg**

Since 1847, the founder of Carlsberg, J.C. Jacobsen has committed himself to bringing science to the art of brewing. With the never-ending quest in search of the latest developments in the world of beer and most importantly cultivated a pure yeast strain that ensured each beer tasted as good as the last.

Since then, the Carlsberg brand has enjoyed global brand distribution, has become a brand of high awareness, and is the 'name above the door.' All of which still links back to its founders, whose deep heritage of passion, innovation and entrepreneurship still connects with today's young consumers. A sign that their spirit is still a part of what makes Carlsberg special.

### **Bold New Look, Same Great Taste**

The new positioning calls for a brand that is vibrant, contemporary, young, 'cool', inspirational, bold and modern and is anchored on the rich heritage of Carlsberg as well as the same good quality and great taste of Carlsberg. With this initiative, consumers will see a refresh across every channel, market and touch points.

Carlsberg packaging will also be receiving a fresher and modern look. The new packaging on its Quart and Profile bottles will see the Carlsberg brand embossed on the bottle, with a new neck-shape label, all of which presents Carlsberg in a very appealing manner. While the content size and Carlsberg's great taste will remain untouched, the new packaging is expected to be more appealing to a wider, more modern audience while at the same time delivering a far more iconic and consistent look and feel to all Carlsberg's packaging.



### About Asahi

Asahi means Rising Sun. Karakuchi is a unique brewing method using a special yeast strain. And the added adjective 'Super' is to reinforce the beer's crispness. Asahi Super Dry is Japan's first Karakuchi (dry) beer – the No. 1 in Japan, the No. 1 Japanese beer in the world, and one of the world's fastest growing premium Asian beers. Introduced in 1987, Asahi Super Dry, packaged with a metallic exterior/casing, boasts a unique Karakuchi style that is clean, crisp, refreshing with no bitterness.

### About Kota Kinabalu Jazz Festival

Kota Kinabalu Jazz Festival is an annual fund raising jazz extravaganza jointly organized by the Rotary Club of Kota Kinabalu (RCKK) and the Society of Performing Arts Kota Kinabalu Sabah (SPArKS). Staged in the picturesque Nature Resort City of Kota Kinabalu, Sabah, the jazz festival brings together a musical melting pot of talents from around the world.

The festival was initiated in 2007 with the aim of promoting Kota Kinabalu in the international musical scene. Over the years, KKJF has grown from a 1 night concert into a 2-day event with a series of fringe stages, workshops and a talent search. The 6th edition of KK Jazz Festival in 2012 promises to be another ground-breaking experience not to be missed by music lovers from all over the world.

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