

**PRESS
RELEASE**



ROYAL TREAT FOR DANISH ROYAL STOUT CONSUMERS
Massage Chairs and Price-Off Deals to be won in Danish Royal Stout Promotion Campaign

SHAH ALAM, 20 November 2012: Calling all Danish Royal Stout consumers – this is your chance to win a “Royal Treat” at on-trade outlets like food courts, restaurants, coffee shops etc.

Carlsberg Malaysia, manufacturer of this wholesome Danish stout, is holding a “royal” promotion to reward loyal Danish Stout consumers when they participate in this campaign which runs from 5th November to 31st December, 2012.

To take part, consumers will need to purchase one big bottle or two small bottles of Danish Royal Stout which will entitle them a chance to win one of five grand prizes of an Ogawa Smart Sense Massage Chair worth RM15, 998 each.

Alternatively, consumers may win price-off deals of RM1 or RM0.50 off the original price of Danish Royal Stout on their next purchase of this favourite Danish stout.

The first winner of the promotion campaign, Mr Tay Ah Cheng expressed, “I feel on top of the world and I am thankful to Danish Royal Stout for organizing such program to reward its loyal customers. I am a very strong supporter of this smooth stout due to its unique taste and is rich in flavour. Danish Royal Stout gives me the satisfaction of drinking a stout that is genuinely brewed.”

Don't miss out on this chance to win fantastic prizes in this fabulous promotion specially organised for Danish Royal Stout lovers!

Royal Stout was introduced to Carlsberg Malaysia consumers in 1992 to complement this dynamic brewer's existing range of products. The brand has since grown by attracting drinkers to its uniquely rich and regal taste of roasted coffee and caramel. For more information, visit www.carlsbergmalaysia.com.my



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This media release has been prepared by Carlsberg Brewery Malaysia Berhad and is for immediate release. For further enquiries please contact:

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