



Carlsberg Brewery
Malaysia Berhad

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FOR IMMEDIATE RELEASE

Press Statement 26/2016

8 September 2016

Be Part of Probably the Best Research in the World Track Our Beer Journey and Get Rewarded with Beer

Shah Alam, 1 September, 2016 – In the first-of-its-kind exercise, Carlsberg is calling 16,000 volunteers to be part of its journey to marketplace through this *Probably the Best Research in the World*. We are engaging your help to track the journey of Carlsberg beer from our brewery to your beer glass. All you need to do is enjoy a bottled Carlsberg or Carlsberg Smooth Draught while finding the marked bottle cap and be rewarded with a carton of the brews. Now aren't you convinced this is *Probably the Best Research in the World*?

We at Carlsberg Malaysia brews more than 200,000 litres of Carlsberg beer and send them to big cities or small towns nationwide daily. This translated to at least 750,000 bottles transported by 16 x 40-footer trucks in a day. That's a lot of beers to move, daily. As part of its endless quest of continuous improvement, Carlsberg decided that instead of appointing a research agency to conduct this research; the brand prefers to engage its loyal drinkers to embark on this research journey.

"One word to sum up this campaign? *Semper Ardens* – that's Carlsberg's motto of 'always burning' dedication in continuous improvement. Carlsberg has to live up to its brand promise where we strive to deliver the best to our consumers. Speed to the market has always been the backbone behind our sales force for generations as we do our best to ensure the beer reaches you quickest possible. Don't just take our word for it... After all, it's all about consumer feedback and transparency. We have you, our "researchers" to keep our wits in check," said Juliet Yap, Marketing Director of Carlsberg Malaysia.

So, what does a beer research volunteer need to do? All he or she needs to do is to sample a bottled Carlsberg or Carlsberg Smooth Draught and seek out the bottle cap with a specific printed production code containing information on the bottle's production details. The specific production code on the bottle cap indicates the actual production batch of the beer. When it was returned to Carlsberg Malaysia, the brewer will compute the time it takes for Carlsberg beer to reach you.

If one finds the specific bottle cap, he or she is required to submit it back to us and complete a survey form. For his or her good luck and effort, volunteer will be rewarded with a carton (24 cans x 320ml) of Carlsberg or Carlsberg Smooth Draught. It is as simple as that!

This campaign is open to non-Muslims, 18 and above. You can pledge your voluntary efforts until 31 October 2016. This research is specifically for Carlsberg (big and small bottles); and Carlsberg



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Smooth Draught (big bottles). These bottles are available in modern on-trade establishments such as pubs, bars and clubs; traditional on-trade establishments such as coffeeshops, food courts and seafood restaurants. Something tells us there will be no shortage of applicants who want to “research” the beer journey! For more details, head over to www.probablythebest.com.my

About the Carlsberg brand

Probably the best beer in the world, Carlsberg is the flagship brand in Carlsberg Malaysia, a truly international beer brand available across 140 countries worldwide. The very first Carlsberg beers were brewed by Carlsberg’s founder J.C. Jacobsen in Copenhagen, Denmark in 1847 whilst the first locally brewed Carlsberg in Malaysia was in 1972.

Carlsberg, with strong association with football, has been a tournament sponsor of the UEFA EUROs since 1988, is the official Beer of the Barclays Premier League since 2013 and has partnerships with five major national teams including England.

For further enquiries, please contact:

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Incorporated in 1969 and listed on the Main Board of Bursa Malaysia Securities Berhad, Carlsberg Malaysia is part of Carlsberg Group with regional investment in Singapore and Sri Lanka. Our flagship brand – Carlsberg – is one of the best-known beer brands in the world whilst Kronenbourg 1664, Somersby, Asahi Super Dry are among the key premium brands in Malaysia. Approximately 600 people work for the Company, selling our products in a responsible manner and business managed sustainability.

Find out more at www.carlsbergmalaysia.com.my .



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供即时发布

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Carlsberg 参与堪称全球最佳啤酒研究 测定啤酒运输速度，获取啤酒为酬谢

莎阿南 2016 年 9 月 1 日讯 – Carlsberg 正招募 16,000 志愿者参与其史无前例，堪称全球最佳啤酒研究活动，以协助了解啤酒由酿酒厂至抵达消费者手中所需时间。您只需在享饮 Carlsberg 或 Carlsberg Smooth Draught (顺啤) 时，寻获附有特定记号的瓶盖，就能获取一箱啤酒以作酬谢。这岂不是堪称全球最佳啤酒研究？

大马 Carlsberg 集团每日平均酿制超过二十万公升、相等于大概 750,000 瓶啤酒，并由 16 辆 40 尺长卡车运输至全国大城小镇。Carlsberg 恪守不断追求改进的原则，决定舍去聘请研究公司，改由忠诚消费者协助参与此项研究活动。希望透过此次活动，能更有效的改善内部流程，并加快产品推向市场的步伐。

“Carlsberg 的座右铭 ‘Semper Ardens’[拉丁文]-意在持续精益求精’。Carlsberg 秉持其品牌的承诺，为消费者提供最佳素质啤酒及体验。我们竭尽所能确保啤酒于最短的时间内抵达您手中。不是说了算...您便是我们其中重要的‘研究员’，改善之处将依据消费者的反馈而进行。”马来西亚 Carlsberg 集团董事市场总监叶驛涵表示。

欲参与研究的志愿者该从何开始呢？非常简单！消费者只需在享饮 Carlsberg 或 Carlsberg Smooth Draught (顺啤) 时，注意瓶盖，并将附有特定带码的瓶盖交给 Carlsberg。瓶盖上的特定带码代表着此批啤酒的酿造资料，有助于 Carlsberg 确定啤酒到达消费者的速度。一旦寻获特定带码的瓶盖，消费者只需把它交出并填妥简单问卷，即可获得一箱(24 罐 x 320 毫升)的 Carlsberg 或 Carlsberg Smooth Draught (顺啤)。

此研究活动由即日起至 2016 年 10 月 31 日截止，公开予 18 岁或以上非穆斯林参加并仅限于全国各地酒吧、美食中心和茶餐室出售的 Carlsberg (大及小瓶装) 以及 Carlsberg 顺啤 (大瓶装)。详情敬请浏览 www.probablythebest.com.my

关于 Carlsberg 品牌

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堪称全球最佳啤酒，Carlsberg 不仅是大马 Carlsberg 集团的主打品牌，也是在全球 140 个国家销售的国际啤酒品牌。全世界第 1 桶 Carlsberg 啤酒由创办人 J.C. Jacobsen 于 1847 年在丹麦哥本哈根酿造，本地则是在 1972 年首次酿造 Carlsberg。

Carlsberg 与足球运动的关系密不可分，1988 年开始已经是欧洲冠军联赛的主要赞助商，2013 年开始成为巴克莱首要联赛的官方啤酒，并且与 5 大主要国家队，包括英国有伙伴关系。

更多咨询, 请联络:

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1969 年成立并在大马交易所主要板上市，大马 Carlsberg 为 Carlsberg 集团区域投资的部分，旗下包括新加坡及斯里兰卡。我们的主打品牌 Carlsberg 是全世界最为人知的啤酒品牌之一。Kronenbourg 1664、Somersby、Asahi Super Dry 则是本地其他优质品牌。公司员工约 600 人，以负责任态度销售产品并维持业务永续发展。

更多详情，请浏览 www.carlsbergmalaysia.com.my。