

FOR IMMEDIATE RELEASE

Press Statement 2/2017

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## Probably the Best Year of Golden Opportunities

### Carlsberg rings in a year of greater prospects in Business, Career, Education, Love, Health and Wealth

*Kuala Lumpur, 10 January, 2017 – Back before alarm clocks jolted us awake to greet the dawn, rooster perched on the rooftop with its symbolic cock-a-doodle-doo. Always the early bird filled with positivity, joyfulness and gratitude, the rooster claims his place, welcoming a brand-new day – a day filled with opportunities. Taking inspiration from the mandarin pronunciation of rooster (鸡 jī), which bears the same pronunciation as ‘Opportunity’ (机 jī), Carlsberg, probably the best beer in the world, wishes all a year filled with golden opportunities!*

*Ushering into the Chinese New Year (CNY) 2017, Carlsberg encourages consumers to see opportunities in all directions, striving for the best and never give up to seize all the world can offer. Carlsberg wishes those in the business world to venture into various business opportunities and prosper. Executives climbing the corporate ladder, now’s your time to prove you deserve that promotion. Students should seize the opportunity to pursue further education for self-enrichment. In love, may the cupid tug at your heartstrings in your search for the one and embrace greater bonds with your friends and family. Cheers to greater prospects in business, career, education, love, health and wealth in the year of the Rooster.*

*At the Carlsberg’s CNY Campaign launch held at the Pavillion, Kuala Lumpur shopping mall, 250 members of the media and trade partners were amazed with the 6 feet tall ‘Golden Rooster’ icon formed by auspicious four Chinese characters 处处生机 [chù chù shēng jī]. Upon the tapping of Carlsberg Smooth Draught beer by Managing Director of Carlsberg Malaysia Lars Lehmann, the brand’s iconic hop leaf lighted up, spinning its weather vane at 360 degrees as confetti burst to usher in the year of opportunities.*

*“Chinese New Year is a festive period that runs through our veins at Carlsberg Malaysia. With the introduction of our latest product innovation, Carlsberg Smooth Draught, that offers consumers the smooth sensation of a freshly tapped beer, we are sure that this brew will complement “Probably the Best Beer in the World – Carlsberg this festive season. Cheers to a year filled with golden opportunities,” shared Lehmann in his opening address.*

*"In conjunction with the CNY campaign, Carlsberg is rewarding our consumers more golden opportunities by offering shoppers with 'Probably the Best CNY Shopping Experience' where consumers shop, we pay", he added.*

*Shoppers who purchase Carlsberg Malaysia's products worth RM200 and above at 8 participating AEON and AEON Big outlets on 7, 8, 14 and 15 January 2017, from 12pm to 3pm will be able to participate in the "Weather Vane Digital Spin" and stand a chance to have their CNY groceries paid by Carlsberg, or walk home with other fabulous prizes.*

*The activation held over the weekend on 7 and 8 January 2017 received overwhelming participation of more than 670 shoppers over a 6-hour period in 2 days. Lucky 160 shoppers had their groceries paid for courtesy of Carlsberg. So, do not miss the last 2-day activation this weekend on 14 and 15 January 2017 should you wish to win this golden opportunity that Carlsberg pays your CNY shopping bill.*

*Adding more opportunities to win prizes this CNY, Carlsberg is also running a nationwide consumer promotion across hundreds of restaurants, coffee shops and food courts from 3 January to 28 February 2017. Beer lovers who purchase three (3) big bottles of Carlsberg or Carlsberg Smooth Draught will receive a deck of playing cards and stand a chance to win attractive bonus prizes such as Samsung Home Theatre System, Ogawa Handheld massager and many more!*

*Check out Carlsberg CNY's activations and promotions at [www.facebook.com/CarlsbergMY](http://www.facebook.com/CarlsbergMY)*

*Not a fan of beer? Fret not – Somersby Cider, the country's fastest growing cider celebrates the CNY festivities with the Somersby 'a twist of luck' promotion. Using light hearted ways, Somersby Cider engages cider lovers who purchase any two (2x) 4-bottle pack or 6-can pack of Somersby Cider with 'a twist of luck' from the Somersby vending machine to capture a prosperous egg capsule and stand a chance to walk away with a branded camera worth RM 1,200, cash prizes or limited edition Somersby merchandises. And that's not all, consumers who purchase any 4-bottle pack or 6-can pack of Somersby will also receive a Somersby Ang Pow pack. This activation runs on 7, 8, 14, 15, 21 and 22 January 2017.*

*For more information on Somersby Cider's a twist of luck promotion, please visit [www.facebook.com/SomersbyMY](http://www.facebook.com/SomersbyMY)*

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新闻稿

## 堪称处处生机的最佳新年

**Carlsberg 缔造商场，职场，教育，爱情，健康和财富的盛大前景**

(吉隆坡 10 日讯) 鸡啼声吹响，召唤您起床，自古以来，鸡，象征美好一天的起点，天时报晓不耽误，鸡唤醒睡梦中的您，精神抖擞，心旷神怡开启一天的日程，迎接处处生机的一天 - 环抱生机，拥抱希望。从“鸡”到“机”，是堪称处处生机的最佳新年的吉祥撮合，堪称全球最佳啤酒 Carlsberg，恭祝各界 2017 处处生机，事事畅意。

踏入 2017 这个处处充满生机的新禧年，事事畅意的年份，Carlsberg 激励各界，从每一个生机进发，从每一个方向出发，力争上游，永不放弃。Carlsberg 为各行各业的人士，送上堪称最真的祝福，从商的朋友，开拓无限商机，财源广进；职场的朋友，升职良机临门，步步高升；求学的朋友，把握深造机会，光宗耀祖；女性的朋友，沐浴幸福机遇，容光焕发；年轻的朋友，遇到动心机缘，春风满面；年长的朋友，享受美好时机，身心安康；愿处处生机的金鸡年，带给大家最大的财富和健康。

媒体及商业伙伴于吉隆坡柏威年广场盛情见证一座精心制作的金鸡——“贺”立鸡群的诞生，堪称全球最佳啤酒 Carlsberg 的金鸡年主题——处处生机这四个字，也活灵活现的烙印在“贺”立鸡群身上。当马来西亚 Carlsberg 集团董事经理雷盟打出顺心顺喉的 Carlsberg 顺啤，整个画面也敞亮起来，照耀出运转 360 度的风向标，寓意恭祝各界，新的一年无论站在哪一个地方，哪一个方向，都东成西就，南北亨通。五彩纸屑纷纷飘落，象征大家一起迈向缤纷璀璨的金鸡年。我们常说的“闻鸡起舞”，标志着一个有志者及时的奋发和努力。

董事经理雷盟在媒体推介礼上指出：“农历新年时时刻刻都于马来西亚 Carlsberg 集团紧紧相连。随着推介了顺心顺喉的 Carlsberg 顺啤，我们坚信，将与 Carlsberg“堪称全球最佳啤酒”为这个佳节齐拼上了完美的拼图。今天，让我们一齐为处处生机的一年举杯畅饮。”

雷盟补充：“配合农历新年促销，Carlsberg 推出了“堪称最佳新年购物体验”的活动，提供您购物，我们支付的优惠，在这个欢乐佳节，与您共襄盛举。”

配合农历新年，Carlsberg 推出了堪称最佳新年购物体验的“您购物，Carlsberg 支付”的活动，于 2017 年 1 月 7、8、14 和 15 日，从中午 12 点到下午 3 点，在全国八家指定的 AEON 和 AEON BiG，凡购买至少马币 200 零吉的 Carlsberg 集团参与品牌的购物者，就有机会享有这项“喜机”。同时也可以参与风向标赢取其它丰富的奖品。

在 1 月 7 和 8 日盛情推出的“您购物，Carlsberg 支付”优惠促销活动，在短短 2 天的 6 小时内，反应空前热烈，势不可挡；超过 670 名购物者参与其盛，他们当中的 160 名幸运儿，成为“您购物，Carlsberg 支付”的受惠者。还等什么呢？赶快把握本周末的最后 2 个黄金喜机，在此，Carlsberg 预祝 Carlsberg 支付购买年货账单的下一位幸运儿就是您！

为增添佳节气氛，Carlsberg 于 2017 年 1 月 3 日起至 2 月 28 日，在指定餐厅，咖啡店和饮食中心，展开一连串的促销活动，凡购买 3 大瓶装 Carlsberg 或 Carlsberg 顺啤，将获赠一副扑克牌，即有机会赢取红利奖，包括三星家居电影院系统，Ogawa 手部按摩机等等。

欲知道更多 Carlsberg 活动促销详情，欢迎浏览 [www.facebook.com/CarlsbergMY](http://www.facebook.com/CarlsbergMY)

不是喝酒一族？那么您可选择全国最受欢迎的果酒 Somersby 果酒，陪伴您欢度佳节。从 2017 年 1 月 7、8、14、15、21 及 22 日，在指定的销售处，凡购买 4 瓶装或 6 罐装 Somersby 果酒即可获赠 1 包 Somersby 红包封。购买 2 个 4 瓶装或 6 罐装则可增添好运，从 Somersby 自动机获取一粒富贵蛋壳，有机会赢取价值马币一千两百零吉相机，奖金或 Somersby 限量版周边产品。

想知道更多 Somersby 果酒的详情，欢迎浏览 [www.facebook.com/SomersbyMY](http://www.facebook.com/SomersbyMY)

### **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.

### **关于 Carlsberg 品牌**

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。

### **About Somersby Cider**

Somersby, the fastest growing cider in Malaysia, is a refreshing alcoholic drink made from fermented fruit juices and natural fruit flavouring. Best served over ice, with 4.5% alcohol, Somersby Cider is sweet and refreshing with no beer after-taste. It is an easy-drinking alternative to beer with sparkling bubbles, making it the perfect alcoholic beverage to enjoy at any moment of the day, Somersby Cider is available in Apple and Blackberry flavours.

### **关于 Somersby 果酒**

Somersby, 国内增长速度最快的果酒，是一个以发酵果汁还有天然水果调味酿制的清爽酒精饮料，最适合加冰饮用。Somersby 果酒酒精含量为 4.5%，香甜清爽且没有喝完啤酒过后的苦涩感，为啤酒以外较容易饮用的气泡饮料，是个适合在任何一天的任何时刻畅饮的酒精饮品。Somersby 果酒也有苹果及黑莓口味。

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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](http://www.carlsbergmalaysia.com.my) .