

FOR IMMEDIATE RELEASE

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What's Brewing at Carlsberg's Probably the Best Brewery Tour

VIP brewery tour ex-beer-ience in Shah Alam

Shah Alam, 23 June 2017 – Carlsberg hosted a VIP brewery tour ex-beer-ience giving members of the media a sneak preview of Probably the Best Brewery Tour in advance of its first batch of contest winners. While touring Probably the Best Brew House and experiencing Probably the Best Lounge in its brewery in Shah Alam, Carlsberg also unveiled the first grand-prize and first-prize winners of Probably the Best Brewery Tour consumer promotion held in conjunction with its 170th global birthday celebration.

“The 170th anniversary of Carlsberg is a chance for us to pay tribute to the beer that is ‘always sharing’. It is all about the science that comes from beer knowledge and the art that brews high quality beers from natural ingredients. Through Probably the Best Brewery Tour campaign, we celebrate *Probably the Best Beer in the World*, Carlsberg,” Lars Lehmann, Managing Director of Carlsberg Malaysia shared.

“We will reward 20 consumers to explore Carlsberg’s 170 years of beer discoveries in its homeland in Copenhagen and another 1,800 consumers to see, touch, smell and taste the quality natural ingredients of our brews through a VIP brewery tour ex-beer-ience in Shah Alam,” Lehmann added.

From the moment they set foot at Probably the Best Lounge, they were greeted by beautiful brand ambassadors serving buffet of welcome brews that consists of Carlsberg Smooth Draught, Somersby Apple Cider, Kronenbourg 1664 Blanc and premium Connor’s Stout Porter. Upon learning more about the Carlsberg Malaysia’s brewery and brands through an insightful and interesting presentation by Marketing Director Charles Wong, they were chauffeured in a luxury MPV to Carlsberg’s gallery at the production plant. The ex-beer-ience also covered a guided sensory experience at Probably the Best Brew House where Supply Chain Director Piotr Zajac shared the art of brewing a quality Carlsberg beer from natural ingredients – malt, hops, yeast and water.

The 170 years beer discoveries and innovation

Carlsberg has changed the way the world brewed modern lagers. All this because of J.C. Jacobsen’s obsession to brew the best beer in the world and share all his knowledge (and ways to stabilise Carlsberg’s special yeast called ‘*Saccharomyces Carlsbergensis*’).

“This is an opportunity to make a toast to the beer that made ground breaking discoveries in the beer landscape. For instance, the Carlsberg Smooth Draught, which is brewed longer for its signature smoothness with an easy finish. It is our latest product innovation specially crafted for consumers to enjoy the smooth sensation of a freshly tapped beer in a bottle or can. We are immensely proud that Carlsberg Smooth Draught is crafted here in Malaysia

based on drinkers' taste preference," said Charles Wong, Marketing Director of Carlsberg Malaysia.

Sensory experience to see, touch, smell and taste beer

The media entourage had the chance to see, touch, smell and taste beer at Probably the Best Brew House – a normally restricted area. At the sensory experience room, members of the press were briefed on the aroma of hops, the taste profile of yeast and the look of beer liquid with and without purification.

"Nowadays, there are more discerning beer drinkers who care about what makes of a lager or stout," said Piotr Zajac, Master Brewer cum Supply Chain Director of Carlsberg Malaysia. "They want to know what are the ingredients used and how it is made."

While many knows that wine comes from grapes, "very few actually know that Carlsberg beer comes from natural quality ingredients – namely malt/barley, hops, yeast and water" said Zajac. "Inviting consumers into our brew house to learn more about the natural quality ingredients and the art of brewing, bottling and packaging is an excellent way to showcase our brews."

Partying the night away at Probably the Best Lounge

Of course, it wouldn't be a birthday party without fun-filled games and beer-ertainment. Members of media enjoyed the newly upgraded Probably the Best Lounge, learning more about Carlsberg beer from the Carlsberg heritage and art of making beer wall murals, playing the electronic dart machine iDarts and electronic beer-table tennis iPong as well as belting out their favorite numbers on the Karaoke machine too.

They also indulged in beer-infused gourmet spread that consists of sautéed penne pasta with trio mushroom and K1664 Blanc cream sauce, roasted chicken wings with Carlsberg pineapple BBQ sauce, Connor's goulash lamb stew and more. Some took up the challenge and participate in beer-related quizzes while some learned how to pour themselves a perfect pint, enjoyed a night long of probably the best ex-beer-ience.

When Carlsberg does a VIP brewery tour, it is #ProbablyTheBest!

For more information about Carlsberg's Probably the Best Brewery Tour campaign, please visit 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.

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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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Carlsberg 堪称最佳啤酒厂之旅正酝酿

贵宾莎阿南啤酒厂之旅体会‘俏啤’体验

莎阿南 23 日讯 – Carlsberg 款待媒体展开一场贵宾啤酒厂之旅体会‘俏啤’体验，让新闻界的朋友赶在堪称最佳啤酒厂之旅竞赛首批优胜者抵步之前，抢鲜体会这趟旅程之妙。他们在莎阿南啤酒厂参观堪称最佳啤酒屋和体验堪称最佳酒廊之余，Carlsberg 也向他们揭晓堪称最佳啤酒厂之旅的第一位大奖和首奖得主。这项竞赛是配合该公司全球 170 周年庆而举行，以回馈啤酒客长久的支持。

马来西亚 Carlsberg 集团董事经理雷盟分享说：“Carlsberg 的 170 周年庆亦是一个机会让我们彰显‘乐于分享’的初志。这是将啤酒科学与艺术相结合，把天然材料酿造成上啤酒。而透过堪称最佳啤酒厂之旅的活动，我们将可彰显 Carlsberg 堪称世界最佳啤酒。”

雷盟补充说：“我们将回馈 20 消费者，让他们可以飞往 Carlsberg 发源地哥本哈根，以探索其 170 年啤酒酿造奥秘，另外 1,800 消费者将可以前往莎阿南参加贵宾啤酒厂之旅体会‘俏啤’体验，亦让他们都可以目睹、耳听、手摸、鼻闻和口尝酿造啤酒的天然上品原料。”

当他们一抵步堪称最佳酒廊，美丽大方的品牌大使热烈迎迓，热情款待系列鲜酿佳品，包括 Carlsberg 顺啤、Somersby 苹果酒、Kronenbourg 1664 Blanc 及精致 Connor’s Stout Porter。市场总监黄冠中引导他们深入浅出认识马来西亚 Carlsberg 酿酒厂和品牌，之后，他们便乘坐豪华休旅专车前往设在生产厂的 Carlsberg 时光之廊，亦将在堪称最佳啤酒屋展开另一轮‘俏啤’体验，即供应链总监彼得扎亚茨将与他们分享如何利用天然材料——麦芽、啤酒花、酵母和水，酿造上啤酒的艺术。

170 年的啤酒奥秘与创新

Carlsberg 改变了世界酿造现代窖藏啤酒的方式，一切皆因 J.C. Jacobsen 追求酿制世界最佳啤酒的热情与执著，并且不吝于分享他的知识（以及稳定称为‘Saccharomyces Carlsbergensis’的 Carlsberg 特别酵母之方式）。

马来西亚 Carlsberg 市场总监黄冠中说：“这是个为啤酒界发掘新创的啤酒，值得我们藉此机会为它干杯。其中一实例就是 Carlsberg 顺啤，利用较长的酿造时间，创造了无比顺滑的特质。

最新创釀的 Carlsberg 顺啤为啤酒客带来如生啤般顺滑口感，而令我们感到无比光荣的，是它根据马来西亚啤酒客的喜好酿造而。”

观、触、闻、尝啤酒，一场感官的盛宴

此次媒体团也有机会进入平时谢绝访客的重地，即堪称最佳啤酒屋享受观、触、闻、尝啤酒的感官飨宴。此外，他们亦从中了解啤酒花之香，酵母的风味，以及未过滤净化啤酒的观感。

马来西亚 Carlsberg 的总酿酒师兼供应链总监彼得扎亚茨说：“今天，已经有越来越多口味挑剔的啤酒客，他们非常在意窖藏啤酒和黑啤酒的原料，甚至连酿造过程，他们都想知道。”

许多人都知道，葡萄酒是由葡萄所酿造，“却很少人知道 Carlsberg 啤酒原来也是由天然原料，即麦芽/大麦、啤酒花、酵母及水所酿造”扎亚茨说。“我们把消费者请到啤酒屋，就是为了让他们深入了解酿酒的天然原料、酿酒艺术、装瓶和包装等，它们均体现我们佳酿的匠心精神。”

堪称最佳酒廊一起‘啤乐乐，众乐乐’

当然，如果没有玩几轮趣味游戏和‘啤乐乐，众乐乐’，那还算是一场生日派对吗。新闻界的朋友们尽情享受近期刚提升的堪称最佳酒廊，更从 Carlsberg 文化与酿酒壁画艺术中深入了解 Carlsberg 啤酒，一起玩电子飞镖机 iDarts 和电子啤酒乒乓 iPong，还有齐用卡拉 OK 点唱机，齐声歌唱。

有了佳酿，当然要配美食，包括炒鲜三薯 KI664 Blanc 奶油长通粉、烧鸡翼 Carlsberg 凤梨烧烤酱、Connor’s 红烧小羊肉等。也有者勇于接受挑战，参加了与啤酒有关问答比赛。有者则亲自盛酒畅饮，在漫漫长夜中沉浸于堪称最佳‘俏啤’体验之中。

Carlsberg 的贵宾啤酒厂之旅，#堪称最佳!

关于 Carlsberg 最佳啤酒厂之旅活动详情，敬请浏览 www.probablythebest.com.my.

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 150 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，2013/2015 年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。

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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。