

FOR IMMEDIATE RELEASE

Press Statement 27/2017

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Probably the Best Oktoberfest Celebration in Penang

Join Carlsberg as the MGS ground turned into a mini Bavaria

Penang, 15 September 2017 – It is time to don your dirndl and lederhosen as Carlsberg is bringing you the fun-filled *Probably the Best Oktoberfest Celebration!* As part of this wonderful festival, Carlsberg Malaysia collaborates with the Malaysian German Oktoberfest (MGS) to host this year's Oktoberfest at Jalan Air Itam, Penang on 13 and 14 October.

“Carlsberg Malaysia is proud to be the official beer partner of the Malaysian-German Society's Oktoberfest party for the third consecutive year! A big thank to MGS management for choosing our portfolio of dynamic beer, stout and cider brands as their favourite brews! As you are aware, Carlsberg is turning 170 years young this November! Living to our brand promise of delivering *Probably the Best* experience, we figured what better way to mark this momentous milestone than to continue the celebration through the world's largest a celebration of beer, food, dance and music – *Probably the Best Oktoberfest Celebration,*” said Lim Eng Wah, Regional Sales Manager, Norther region.

“Official mugs for *Probably the Best Oktoberfest Celebration 2017* will be available at the MGS Oktoberfest too! Enjoy your choice of brews in the 750ml collectible barrel-shaped *Probably the Best Oktoberfest Celebration 2017* mug that features Carlsberg, *Probably the Best Beer in the World*, Carlsberg Smooth Draught, *Probably the Smoothest Beer in the World*, Asahi Super Dry, Japan's No. 1 Super Premium Beer, Somersby Apple and Blackberry Cider, the country's best-selling cider, Kronenbourg 1664 Blanc, France's No.1 premium wheat beer, and the 'Just Made Right' Connor's Stout Porter,” Lim added.

MGS Oktoberfest celebration has drawn Penangites and tourists from far and near for over four decades now. Beer lovers and party goers will get a glimpse into the traditions of Germany through entertainment, food, dancing and frolicking with family and friends. In addition to entertaining music from the Bayernmänn Band flown in from Bavaria, there will be fun-filled games and variety of brews served by beautiful beer ambassadors decked in traditional Bavarian outfits, performing the witty “chicken dance”.

Carlsberg's Oktoberfest promotion offering collectible mug is also activated in modern bars, neighbourhood pubs, restaurants, eateries and supermarkets across the country. What's new this year is that there will also be truck shows heading to food courts and eateries across the Peninsular Malaysia.

In conjunction with the *Probably the Best Oktoberfest Celebration* and Global Be(er) Responsibility Day (GBRD) 2017, Carlsberg Malaysia is deploying responsible drinking ambassadors to raise awareness of responsible drinking and advocate no drink driving should one's Breath Alcohol Content (BAC) exceeds legal limit of 0.08%. Themed #CelebrateResponsibly, this effort is in support of the Carlsberg's new sustainability strategy, *Together Towards ZERO*, where it set bold ambition for a society with zero irresponsible drinking.

MGS Oktoberfest tickets can be purchased through MSG website at <https://mgs.org.my/>. Be sure to grab the early bird rate during presale.

Find out more about *Probably the Best Oktoberfest Celebration* venues and promotions at www.facebook.com/CarlsbergMY.

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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堪称最佳啤酒节庆典就在槟城

马德友好协会大草场摇身变成迷你巴伐利亚— Carlsberg 邀你到此齐欢乐

槟城 15 讯 – 是时候换上阿尔皮斯山村姑装(dirndl) 和吊带花饰皮裤(lederhosen), 准备盛装参加马来西亚 Carlsberg 集团欢乐满场, **堪称最佳啤酒节庆典!** 为了传承这个精彩的庆典, 马来西亚 Carlsberg 与马德友好协会 (Malaysian-German Society / MGS) 携手于 10 月 13 日及 14 日在槟城亚依淡路展开今年的德国啤酒节。

北马区销售高级经理林荣华说: “马来西亚 Carlsberg 集团很荣幸能够连续三年成为马德友好协会啤酒节的官方啤酒赞助商! 我们衷心感激马德友好协会管理层的选择, 将我们的啤酒、黑啤及苹果酒品牌组合列为他们喜爱酒类! 众所周知, 总能不负众望地实现**堪称最佳**体验品牌承诺的 Carlsberg, 即将在 11 月迎接其 170 周年庆。正值这周年庆之际, 能够借助**堪称最佳啤酒节庆典**, 即世界最大的佳酿、美食、舞蹈及音乐派对, 来欢庆这历史性一刻也是最恰当不过了。”

他补充说: “马德友好协会啤酒节也将推出 2017 年**堪称最佳啤酒节庆典**官方酒杯! 你也可以使用这个 750 毫升酒桶型, 值得珍藏的 2017 年**堪称最佳啤酒节庆典**官方酒杯, 来畅饮**堪称世界最佳啤酒**的 Carlsberg 啤酒、**堪称世界最顺心顺喉**的 Carlsberg 顺啤、日本第一超人气啤酒 Asahi Super Dry、国内最畅销的 Somersby 苹果及黑莓酒、法国第一精品佳酿 Kronenbourg 1664 Blanc, 以及令人**称心满意**的 Connor’s Stout Porter。”

迄今已有 40 年历史的马德友好协会啤酒节, 不仅吸引槟城当地人, 远近旅客也都争先赶来参与其盛。啤酒客和派对常客都可以从参与中, 一窥德国家庭与朋友的娱乐、美食、舞蹈及狂欢的传统。除了有从巴伐利亚远道而来的 Bayernmänn 乐队音乐助兴之外, 现场还有许多欢乐游戏, 以及身着巴伐利亚传统服装的美丽啤酒大使将为你端上各类佳酿, 并呈献诙谐“闻鸡起舞” (chicken dance)。

公众也可以在全国的时尚酒吧、邻里酒廊、餐厅、美食档及霸级市场获取 Carlsberg 啤酒节优惠及珍藏版酒杯。此外，今年也增添了一项新的卡车秀活动，它将前往大马半岛各地的美食中心及熟食摊档 演出。

为了配合 2017 年**堪称最佳啤酒节庆典**及全球啤酒责任日 (Global Be(er) Responsibility Day (GBRD))，马来西亚 Carlsberg 集团也派出了理智饮酒大使，以提高人们理智饮酒的意识，倡议酒后不开车；凡吹气酒精含量 (BAC) 超过法定 0.08%，就不应开车。这一项主题为 #CelebrateResponsibly 的活动，是辅助 Carlsberg 集团的最新实行策略，即一起向往“零” (Together Towards ZERO)，以打造一个零非理性饮酒的社会。

有意参加马德友好协会啤酒节者，可登录马德友好协会网页 <https://mgs.org.my/> 购票。千万别错过预售优惠。

欲进一步了解**堪称最佳啤酒节庆典地点与促销**，欢迎登录 www.facebook.com/CarlsbergMY。

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。