

FOR IMMEDIATE RELEASE

Press Statement 28/2017

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Probably the Smoothest Draught Beer Revolution

Now you can get draught anytime, anywhere with Carlsberg Smooth Draught

Petaling Jaya, 3 October 2017 – Carlsberg Malaysia answered many beer lovers' quest for freshly tapped beer anytime, anywhere by introducing Carlsberg Smooth Draught, *Probably The Smoothest Beer In The World*, last year. Today, the brewer introduced Carlsberg Smooth Draught in a single-serve pint bottle, which is made available at modern eateries, neighbourhood bars and golf clubs nationwide – making this product innovation *Probably The Smoothest Draught Beer Revolution* ever!

At a trade and media launch event held at Eight Gourmets Gala (EGG), Pinnacle Sunway, Carlsberg Malaysia unveiled a sleek single-serve Carlsberg Smooth Draught in 325ml pint bottle to complete the brew's existing portfolios of 580ml quart bottle, 320ml can and 500ml can. While it may appear to be just an introduction of a new packaging but to the brewer, this is a proud innovation and revolutionary development as Carlsberg Smooth Draught is brewed longer for a signature smoothness and enabled one to get draught anywhere.

Carlsberg Malaysia's Managing Director Lars Lehmann says: "Gone are the days where consumers can only enjoy a draught beer in a bar or pub equipped with sophisticated draught beer machine and tapping device. With our product innovation – Carlsberg Smooth Draught, we raised the bar to a whole new level by launching a sleek beautiful 325ml single-serve pint bottle for consumers to enjoy *Probably The Smoothest Beer In The World* anywhere, anytime."

"Since its inaugural launch in Malaysia in April last year, the beautiful golden-hued brew has successfully captured the hearts of many beer consumers, who prefer smoother beer and met the expectations of many discerning draught beer drinkers. Its recipe of success lies not only in its quality natural ingredients, but also in its two unique brewing techniques. It goes through a longer maturation cycle to achieve its signature smooth and enhances the brew's distinctive aromatic flavour," Lehmann elaborated on the taste of the brew.

"At Carlsberg, we have brought the true enjoyment of draught beer to a whole new level. No beer machine needed, no tapping device required. Simply enjoy *Probably The Smoothest Beer In The World* anytime, anywhere – be it in a plane, out in the desert or *Probably* - at the peak of a mountain," added Lehmann.

In conjunction with the launch of Carlsberg Smooth Draught in 325ml pint bottle, the brewer has activated advertising campaign and consumer promotion to drive awareness, trial and conversion.

In October, Carlsberg Smooth Draught roving team is scheduled to visit 800 selected outlets nationwide. Consumers, who purchase 1 bucket of Carlsberg Smooth Draught in 325ml bottles, will get a complimentary retractable USB cable. That's not all! In the month of November, consumers, who purchase 4 big bottles of 580ml or 2 buckets of Carlsberg Smooth Draught in 325ml pint bottles, will get a free multipurpose lighter.

What's more? Golfers can get 1-sleeve of TaylorMade golf balls with the purchase of 2 buckets of Carlsberg Smooth Draught in 325ml pint bottles across all participating golf clubs.

Find out more about Carlsberg Smooth Draught – *Probably The Smoothest Beer In The World*, check out www.facebook.com/CarlsbergMY or 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 partner of Liverpool FC for the last 25 years 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 Blanc, Somersby, Asahi Super Dry and Connor's Stout Porter 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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堪称全球最顺啤酒大突破 Carlsberg 顺啤让您随时随地享受最顺生啤体验

八打灵再也 3 日讯 – 马来西亚 Carlsberg 集团去年推出突破性产品，*堪称全球最顺啤酒*的 Carlsberg 顺啤，满足人人随时随地畅享鲜生啤的渴望。如今，再创新猷推出 Carlsberg 顺啤 325 毫升单杯瓶装，并在全国时尚食肆、邻里酒吧及高尔夫球俱乐部出售，创造了空前*堪称最顺啤酒大突破*。

马来西亚 Carlsberg 集团在双威城 Pinnacle Annexe 底楼的主题餐厅 Eight Gourmets Gala (EGG)推介新颖、抓握顺手的 Carlsberg 顺啤 325 毫升单杯瓶装，令顺啤既有的 580 毫升大瓶装、320 毫升罐装及 500 毫升罐装包装组合臻至完善。它看似纯粹一种新包装，但对于酿酒专业酒厂而言，这可是一项突破性的发展，凭借 Carlsberg 顺啤更长的熟化期，缔造了独特顺滑口感，让人们可以随处畅饮生啤。

马来西亚 Carlsberg 集团董事经理雷盟说：“以往必须到备有生啤机的酒吧和酒廊才可喝到鲜生啤；如今，随着 Carlsberg 顺啤 325 毫升单杯瓶装的面市，已将生啤的盛装技术推向另一个高度，亦让消费者可以随时随地畅饮*堪称全球最顺啤酒*。”

雷盟对它的独特口感作补充说：“自从去年 4 月在马来西亚首推以来，金黄剔透的 Carlsberg 顺啤，已成功征服了钟爱细腻顺滑啤酒的消费者心，满足了生啤爱好者的挑剔期许。它的成功不仅因采用了优质天然原料，也因为它的酿造技术，即更长的熟化期，成功酿造了它的细腻顺滑质感，使它更易入口顺喉，也催生了其独特的香气。”

“我们 Carlsberg 已经将享受鲜生啤升华至一个全新的层次，不需要啤酒机，也无需扎啤机，让您无论身在何处，即便在外太空、沙漠、飞机上或神山顶峰，都可随时畅饮*堪称全球最顺啤酒*！”

为了配合 Carlsberg 顺啤 325 毫升单杯瓶装的推介，集团启动了广告和促销活动，以加深消费者对顺啤的认识，激发他们的热爱。

Carlsberg 顺啤的巡回队伍也将在 10 月份，莅访全国 800 间指定销售商铺，而消费者凡在这个月份购买 1 桶 325 毫升单杯瓶装 Carlsberg 顺啤，即可获赠 1 套伸缩 USB 连接线。除此之外，消费者凡在 11 月份购买 4 大瓶（580 毫升）或 2 桶 325 毫升单杯瓶装 Carlsberg 顺啤，便可获得 1 台多用途打火机。

还有，高尔夫球手凡是在各个参与的高尔夫球俱乐部消费 2 桶 325 毫升单杯瓶装 Carlsberg 顺啤，便可获赠 1 袋 Taylormade 高尔夫球。

如想进一步认识 *堪称全球最顺啤酒* - Carlsberg 顺啤，请登录 www.facebook.com/CarlsbergMY 或 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，并且在过去 25 年，它一直是利物浦球会的官方啤酒，亦是 5 支主要国家队的赞助，包括英国国家队。

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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 是全世界最广为人知的啤酒品牌之一。Kronenbourg 1664 Blanc、Somersby、Asahi Super Dry、Connor's Stout Porter 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。