

FOR IMMEDIATE RELEASE

Press Statement 25/2017

13 September 2017

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## Connor's Challenge is back with greater satisfaction shared

Free 60,000 half pints Connor's Stout Porter *"Just Made Right"* for draught stout lovers

Shah Alam, 13 September 2017 – Back by popular demand, the much-anticipated 'Connor's Challenge' invites draught stout lovers to share their satisfaction of Connor's Stout Porter this September. Connor's believes the act of sharing amplifies its brand promise of delivering a *"Just Made Right"* experience. When one shares a truly satisfying experience with the other, it simply brings greater satisfaction. The second phase of 'Connor's Challenge' campaign will give away 60,000 half pints (250ml) for stout lovers and a friend they bring along to enjoy the brew, free-of-charge!

Connor's Stout Porter, a premium draught stout brewed locally for greater freshness, delivers greater satisfaction for discerning stout drinkers. The brand grew from strength to strength this year, mainly contributed by the success of the first phase of 'Connor's Challenge' campaign. Held in April this year, it received overwhelming response with 80% of stout drinkers who took up the challenge, were satisfied with the taste, texture and aroma of Connor's Stout Porter despite the money back guarantee option. That's not it! Over 7,000 'Connor's Challenge' t-shirts were given away. It was an impactful brand engagement and sampling exercise *"Just Made Right"* for stout drinkers.

Marketing Director of Carlsberg Malaysia Charles Wong shared: "Building on the success of 'Connor's Challenge' campaign, we aimed to elevate Connor's *"Just Made Right"* brand promise by inviting stout lovers simply share the satisfaction they have for the brew with a friend. To get a free half-pint in 250ml glass of Connor's Stout Porter, all they need to do is to show up with a friend at the Connor's affiliated bars, pubs and restaurants and register for the challenge. It is a *"Just Made Right"* promotion that promises satisfaction guaranteed for stout drinkers".

What are you waiting for? It is on first-come, first served basis! If you've "done it" and "love it", purchase three (3) full pints in 500ml glass of Connor's Stout Porter and you can walk home with a limited-edition Connor's T-shirt to show that you are a proud Connor's Challenger. The Connor's Challenge campaign runs from 1 to 30 September, and is applicable at selected participating outlets only.

For more information or to check out the full list of participating modern bars, restaurants and cafes nationwide, please visit [www.facebook.com/ConnorsMY](http://www.facebook.com/ConnorsMY).

#### **About Connor's Stout Porter**

Introduced to the Carlsberg portfolio back in 2009, Connor's Stout Porter is a recipe recreated by our Master Brewer that was inspired by the original Stout Porter, in draught, delivering the same perfect balance of bitterness and robustness that made it a popular choice among the British in the 1700's. Locally brewed to preserve its freshness, Connor's Stout Porter delivers a crisp texture, creamy head and gentle roasted undertones – a brew just made right for the everyday drinker.

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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).

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## Connor's Challenge 卷土重来并与您分享绝对满足 体验

### 免费 60,000 杯 ‘口感均衡，恰到好处’ 的 Connor's Stout Porter 馈赠黑啤爱好者

莎阿南 13 日讯 – 循众要求，众所期待的 Connor's Challenge，已卷土重来！为了体现此活动‘恰到好处’的宗旨，在整个九月份，Connor's 将盛情邀请喜好黑啤的饮客们，分享他们畅饮 Connor's Stout Porter 心满意足的心得和畅享‘恰到好处’的体验。然而在这一期的 Connor's Challenge 也将赠送出 60,000 杯 (250 毫升) 口感均衡的 Connor's Stout Porter，以让喜爱黑啤的饮客和知己好友一起畅饮，重点是一律免费！

Connor's Stout Porter 是在本地精心酿制优质黑啤，保持了其清爽香醇，为喜好黑啤的饮客带来称心满意的体验。在今年 4 月举行的第一期 Connor's Challenge 活动大获成功，反应热烈，获得 80% 的黑啤饮客响应接受挑战并无视于原银奉还的选择，使产品今年节节获利。挑战者对于畅爽口感、香醇扑鼻的 Connor's Stout Porter 均感到称心满意。不仅如此，主办单位也送出了超过 7,000 件的‘Connor's Challenge T-恤给成功并满足的挑战者，亦显示这一次品牌推广及产品品鉴活动，给黑啤喜好者带来巨大的震撼。

马来西亚 Carlsberg 市场总监黄冠中表示：“趁势借助‘Connor's Challenge’活动的成功力量，我们广邀黑啤爱好者分享他们和好友称心满意畅饮的心得，以让 Connor's ‘恰到好处’的品牌宗旨再度升华。他们只需和朋友亲临 Connor's 合作的酒吧、酒廊及餐厅，登记接受挑战，就可以各获得一杯，250 毫升的 Connor's Stout Porter。这项‘恰到好处’的活动就是为了保证给黑啤饮客带来称心满意的体验。”

别犹豫了！捷足先登，先到先得！如果你已“成功挑战”，并“爱上了它”畅爽口感、淡淡的香烤滋味，以及不太浓烈、不太苦涩，独一无二的口味，您即可在参与的销售处购买三 (3) 杯 500 毫升的 Connor's Stout Porter，并获取一件限量版的 Connor's Challenge T-恤，以体现

出您是一位自豪的成功 Connor's 挑战者。Connor's 挑战活动将由 9 月 1 日开始至 30 日结束，只在指定的合作餐饮中心。

欲获更多详情或查阅全国指定参与的时尚酒吧、餐厅和咖啡厅的名单，欢迎登录 [www.facebook.com/ConnorsMY](http://www.facebook.com/ConnorsMY)。

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