

FOR IMMEDIATE RELEASE

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Carlsberg Premieres Brooklyn Brewery's Signature Craft Beers

Carlsberg Malaysia ventures into craft brews with Brooklyn Lager and Brooklyn East IPA for local beer connoisseurs

Kuala Lumpur, December 14 2017 – The craft beer culture is rapidly evolving in Malaysia. Keeping up with this emerging trend while keeping to the origins of its brews, Carlsberg Malaysia partnered with New York City's award-winning craft beer brewhouse, Brooklyn Brewery, to bring in their signature brews Brooklyn Lager and Brooklyn East IPA, for local beer connoisseurs. This joint-venture in Malaysia marks the sixth strategic partnership of the two breweries globally in Sweden, Norway, London, Hong Kong and Lithuania.

At a simple yet educational trade and media event held at the MEJA Kitchen and Bar at TREC, guests were feted to an exclusive beer and food pairing where the two craft brews – Brooklyn Lager and Brooklyn East IPA were served in a unique sampling of small bites of local and international flavours.

Brooklyn Lager, in 5.2% ABV, is amber-gold in colour and displays a firm malt centre supported by a refreshing bitterness and floral hop aroma. The aromatic qualities of the beer are enhanced by "dry-hopping", the centuries-old practice of steeping beer with fresh hops as it undergoes a long, cold maturation. Its flavourful liquid was accentuated when paired with mini beef pepperoni bruschetta, oven roast leg of lamb with mini yogurt and fried "wu xiang" (Chinese five spice powder) chicken at the tasting.

Brooklyn East IPA, in 6.9% ABV, is a clean, drinkable pale ale that offers a bold balance, with a bright piney aroma, and the taste of stone fruits yet a firm bitterness from IPA's ancestral British home. It was best paired with spicy food when guests had it with spicy grilled tiger prawn, Vietnamese-style asam laksa and extra spicy, breaded, deep fried, stuffed, cheesy jalapeno poppers.

Marketing Director of Carlsberg Malaysia Charles Wong said: "Our collaboration with Brooklyn Brewery, ranked No. 11 in the US award-winning craft breweries, reinforces Carlsberg Malaysia's commitment to expand our portfolio and explore the craft frontiers and, most importantly, satiate the needs of discerning craft beer lovers."

“Consumer habits are changing and the beer-drinking culture demands more diverse flavours. Carlsberg Malaysia, which places great emphasis on quality and innovation, are confident with the renowned New York brewmaster Garrett Oliver, the architect behind Brooklyn Brewery’s finest craft beers, on our team, we can offer more flavourful beers that are original, unpretentious, and downright fun”, Wong added.

Brooklyn Brewery’s Brooklyn Lager and Brooklyn East IPA are available in 355ml bottles at The Brew House @ SS2, MEJA @ TREC, MEJA @ Sunway Velocity, Tavern 13 @ Seksyen 13, PJ, Chequers @ Solaris Mont Kiara, The Merchant @ Hotel Armada, Suzie Wong @ Wisma Lim Foo Yong, and Nicmann 1940s By Lewré @ The Starling Mall.

Visit Carlsberg Malaysia’s Facebook page to learn more about the new kid of the Carlsberg Malaysia’s dynamic portfolio of brands on <https://carlsbergmalaysia.com.my/> or <https://www.facebook.com/CarlsbergMalaysia/>

About Brooklyn Brewery

Founded in 1988, The Brooklyn Brewery is one of the foremost craft breweries in the world, currently ranking #11 in volume among United States craft breweries. In pushing the boundaries of beer while keeping an eye on tradition, Brooklyn Brewery produces award-winning beers that are available in more than 30 countries. The Brooklyn Brewery is located in the Williamsburg section of Brooklyn and has been a proud supporter of the arts, music and community efforts since its inception. More at: brooklynbrewery.com

For further enquiries, please contact:

Gary Tan
Senior Brand Manager

DL: 03 – 5522 6317

gary.cc.tan@carlsberg.asia

May Ng
Senior Executive, Corporate Communications & CSR

DL: 03 – 5522 6404

may.yk.ng@carlsberg.asia

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, 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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Carlsberg 首推 Brooklyn Brewery 独具特色精酿啤酒

马来西亚 Carlsberg 集团投入经营精酿啤酒 Brooklyn Lager 与 and Brooklyn East IPA 满足本地啤酒品醇客

吉隆坡 14 日讯 – 马来西亚追逐精酿啤酒文化的热度日益升温。马来西亚 Carlsberg 集团因而在抓紧发展趋势，并坚持原味佳酿的理念之下，与纽约市屡获殊荣的精酿酒厂 Brooklyn Brewery 携手俱进，引进了该厂独具特色的佳酿 Brooklyn Lager 与 Brooklyn East IPA，让本地啤酒品醇客一尝为快。马来西亚的联合经营，已是两家酒厂的第六项全球性战略合作，亦是续瑞典、挪威、伦敦、香港及立陶宛之后的联营市场。

马来西亚 Carlsberg 集团也在 TREC 的 MEJA Kitchen and Bar 餐厅举行了一场简单又极富教育性的品酒活动，让受邀的酒商和媒体嘉宾独家体验佳酿 Brooklyn Lager 与 Brooklyn East IPA 搭配本地和国际风味小食的绝佳滋味。

Brooklyn Lager 的酒精度为 5.2%，它泛着金琥珀色泽，有着醇厚的麦芽香味酒体，带着清爽的苦味，还有饱满的酒花芳香。其浓郁的酒花香气归功于历史悠久干投酒花技术，即在冷却过程中添加啤酒花，让酒液充分吸收鲜酒花香气，适合搭配迷你牛肉香肠意式饼、烤箱烤羊腿及迷你优酪乳以及炸五香鸡，缔造极致美味。

酒精含量 6.9% 的 Brooklyn East IPA，是一款顺滑、容易入口及醇厚适中的淡色爱尔啤酒，它散发着清新松木香、核果香气参杂着醇厚的古老英国风味之苦味，亦是辛辣美食的绝配，可与辣烤老虎虾、越南式亚叁叻沙和香脆特辣芝士墨西哥辣椒迸出绝美滋味。

马来西亚 Carlsberg 集团市场总监黄冠中说：“我们与美国名列第 11 位并且屡获殊荣的精酿酒厂合作，凸显了马来西亚 Carlsberg 决心打造更广泛的产品组合以及致力于开拓精酿啤酒市场，但更重要的是，这可满足精酿啤酒爱好者的需求。”

黄冠中补充说：“消费者的消费习惯和文化已改变了，他们追求更多元口味。然而，侧重于质量和创新的马来西亚 Carlsberg 集团也深具信心，在闻名遐迩纽约酿酒师，亦是 Brooklyn Brewery 精致啤酒总工程师的格雷特（Garrett Oliver）撑腰之下，我们将可以带来更多原创、毫不造作、全然趣味的啤酒。”

Brooklyn Brewery 的 Brooklyn Lager 及 Brooklyn East IPA 备有单瓶 (355 毫升), 消费者可在 The Brew House @ SS2, MEJA @ TREC, MEJA @ Sunway Velocity, Tavern 13 @ Seksyen 13, PJ, Chequers @ Solaris Mont Kiara, The Merchant @ Hotel Armada, Suzie Wong @ Wisma Lim Foo Yong, 以及 Nicsmann 1940s By Lewré @ The Starling Mall 享用得到。

欲深入了解马来西亚 Carlsberg 品牌组合的新成员产品, 欢迎登录马来西亚 Carlsberg 脸书专页 <https://carlsbergmalaysia.com.my/> 或 <https://www.facebook.com/CarlsbergMalaysia/>

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