

FOR IMMEDIATE RELEASE

Press Statement 41/2017
21 December 2017
Page 1 of 2



Connor's Santa Search Is Coming To Town

Snap a wefie with Connor's Santa and enjoy a pint of premium draught stout that's Just Made Right

Shah Alam, 20 December 2017 – This Christmas, Santa is coming to town early so you better watch out and you better cry out when you spot us. Share in the joy of the season with loved ones, family and friends by taking a wefie with Connor's Santa team. Your photo is the ticket to enjoying a free pint of Connor's Stout Porter at participating outlets nationwide from Dec 20 to 23, 2017.

“Christmas is about giving and we want to herald the festive season and get everyone in the *Just Made Right* mood with a refreshing pint of Connor's. It's a great brew, with a taste guaranteed to satisfy, to share in the merry-making with loved ones, family and friends,” said Charles Wong, Marketing Director of Carlsberg Malaysia.

Transform your Christmas into a joyous Connor's Christmas, inspired by the original British Stout Porter recipe from the 1700s, and brewed with a unique balance of bitterness and robustness, topped up with a creamy head that is satisfying, easy to drink and *Just Made Right*.

The Connor's Santa Search team will be popping up at 100 participating outlets in Kuala Lumpur, Selangor, Melaka, Perak and Johor (Johor Bharu, Muar and Batu Pahat) during the campaign period and you won't have to worry whether you have been naughty or nice to take part and win a pint from Santa.

All participants have to do is take a wefie with our Connor's Santa team and post it with the hashtags #ConnorsChristmas and #ConnorsMY on their Facebook and/or Instagram accounts to redeem the free pint at our participating outlets.

The first 50 customers to do so per outlet, verified by the organisers, will win a free pint (500ml) of Connor's. Also, with the Connor's ongoing promotion of Happy Hour All Night-Long, customers can continue to share in the joy and merriment at participating outlets.

View the list of participating outlets for Connor's Santa Search at bit.ly/CN-Santa-Search-Outlets and Happy Hour All Night Long Participating outlets: bit.ly/Connors-Happy-Hour.

For more information on Connor's Stout Porter, please visit 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 1700s. 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.

For further enquiries, please contact:

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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, 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.

供即刻发布

新闻稿 41/2017
2017 年 12 月 20 日



全国一起寻找 Connor's 圣诞老人

与 Connor's 圣诞老人来一个组拍，即可享用一杯口感均衡，恰到好处的优质生黑啤酒

莎阿南 20 讯 - 在这个圣诞节，圣诞老人提前来到，你得落足眼力，一旦发现我们，就叫出来，然后与 Connor's 圣诞老人队伍来一个组拍（wefie），以便和心爱的人、亲朋戚友一起分享这个佳节的喜悦。你的相片就是你的票券，让你于 2017 年 12 月 20 日至 23 日期间，在全国参与的销售处免费享用一杯 Connor's Stout Porter 黑啤。

马来西亚 Carlsberg 集团市场总监黄冠中说：“秉持圣诞节施与的精神，我们借此预庆圣诞佳节的来临，为大家奉上一杯清爽的 Connor's，带给大家恰到好处、称心的心情。这款令人心满意足的佳酿，值得你与心爱的人、亲朋戚友在欢愉佳节举杯共饮。”

让 Connor's 带来的圣诞愉悦填满你的圣诞节庆。这款源自 1700 年的正宗英国波特黑啤酒秘方酿造的黑啤，有着绵密泡沫、不太浓烈亦不太苦涩，顺滑容易入口，口感均衡，滋味恰到好处。

在活动进行期间，寻找 Connor's 圣诞老人队伍将不经意地出现在吉隆坡、雪兰莪、马六甲、霹靂及柔佛（新山、麻坡及峇株巴辖）的 100 家参与销售处。你只要全情参与，即可从圣诞老人手中赢取一杯优质黑啤。

所有参与者只需与我们的 Connor's 圣诞老人队伍来张组拍，然后贴在脸书及/或 Instagram 上，并置入标记（hashtags）#ConnorsChristmas 及 #ConnorsMY，就可以在参与的销售处兑换一杯黑啤。

每一个销售处的首 50 名客户，经主办方确认后，即可免费赢得一杯 (500 毫升) 的 Connor's。此外，客户也可借助 Connor's 正进行中的全晚欢乐时光促销，继续在参与的销售处把酒言欢。

欲查阅寻找 Connor's 圣诞老人活动的参与销售处，请登录 bit.ly/CN-Santa-Search-Outlets 及全晚欢乐时光的参与销售处，请登录: bit.ly/Connors-Happy-Hour。

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