

FOR IMMEDIATE RELEASE

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## Last weekend to win a fully-paid shopping cart this Lunar New Year!

### More than 158 lucky shoppers walked home with groceries fully paid by Carlsberg Malaysia

Shah Alam, 2nd February 2018 – Carlsberg Malaysia is ushering in the Lunar New Year with the theme “*Probably The Most Victorious Year*”, inspired by the Chinese saying Qí Kāi Dé Shèng (齊開得勝), which means “flagging off victory of an undertaking” or “together, we achieve success”.

The brewer has to date rewarded over 1,236 Carlsberg lovers nationwide who will be celebrating this Chinese New Year (CNY) with a truly victorious start, having won amazing Carlsberg Malaysia products and merchandises!

Back by popular demand for the second consecutive year, Carlsberg’s “Probably The Best CNY Shopping Experience – You Shop, Carlsberg Pays” saw 158 shoppers walking home with their shopping carts fully paid by Carlsberg!

Shoppers who purchase RM200 worth of Carlsberg Malaysia’s products will qualify to participate in “Probably The Most Victorious Game” and stand a chance to have their CNY groceries, worth up to RM800 max, all paid for courtesy of Carlsberg, or win other fabulous prizes.

“I was accompanying my mom to do some grocery shopping. We noticed the Carlsberg promotion, and decided to purchase Somersby Apple Cider to be eligible to participate. Coincidentally, we were lucky enough to walk away with our purchases fully paid by Carlsberg!!” said Yap Lai Kwan, 36, who walked home with RM797.85 worth of groceries while shopping at Tesco Extra Cheras.

Pung Khai Wun, 29, was one of the lucky shoppers at AEON Permas Jaya Johor who walked home with RM800 worth of groceries fully paid by Carlsberg from his RM930.55 spending.

“I was stocking up on Carlsberg products for Chinese New Year. I never imagined that my shopping would turnout so lucky. All thanks to Carlsberg!,” said Pung.

This weekend might be your lucky chance to celebrate this Chinese New Year with your groceries fully paid by Carlsberg Malaysia! Probably The Best CNY Shopping Experience is

happening this weekend on Feb 3 and 4 from 12pm to 3pm at AEON BiG Kepong, AEON BiG Subang Jaya, AEON BiG Sutera Mall Johor, AEON Cheras Selatan and AEON Station 18 Ipoh.

That's not all! Carlsberg Malaysia's "Everyone Is A Winner" consumer campaign has seen over 400 lucky consumers across Malaysia who uncovered the *lucky codes* underneath the CNY festive red bottle caps when enjoying Carlsberg and Carlsberg Smooth Draught big bottles.

Doris Chwa, 48, walked home RM88 richer when she spotted the image '88' when enjoying a bucket at a food court in Johor with her friends.

"I ordered a bucket of Carlsberg to enjoy with my friends. Who'd knew that one could walk home with extra cash when drinking Carlsberg! What a great start to the coming Chinese New Year indeed!", she said.

Those who uncover Carlsberg Smooth Draught or Somersby Apple Cider logos printed underneath the red bottle caps will win one carton (24-can) of the respective beer or cider. The "Everyone Is A Winner" promotion is currently running across participating restaurants, coffee shops and food courts until Feb 28, 2018.

The brewer notches this Chinese New Year by rewarding consumers with its "1 Year Free Beer" promotion. 57-year-old Ong Chong Hwoo from Johor was one of the lucky winners who received his one-year supply of 24-can pack of Carlsberg. Every purchase of a 24-can Carlsberg or Carlsberg Smooth Draught CNY festive promo pack from participating super- and hypermarkets will stand you a chance! Win a 24-can pack of Carlsberg or Carlsberg Smooth Draught when you spot the promo code 'CS' underneath any of the red coloured pull-rings; or win a 4-can pack of Somersby Apple Cider if you spot the promo code 'SA'.

Find out more about Carlsberg's promotions, events and activities during this festive season at [www.facebook.com/CarlsbergMY](http://www.facebook.com/CarlsbergMY) or [probablythebest.com.my](http://probablythebest.com.my).

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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 investments 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](http://www.carlsbergmalaysia.com.my).

供即时发布

## 赢取一购物车全付年货，最后冲刺就在本周末!

马来西亚 Carlsberg 集团已经替 158 名幸运购物者买了单

**莎阿南 2 月 2 日讯** – 马来西亚 Carlsberg 集团秉持与民同庆的宗旨，推介了“堪称最饮胜的大胜年”系列活动，让全民在这个新年“齊開得勝”，齐步迈向一个快乐、成功、富足的未来。

截至今日为止，全国已经有超过 1,236 名 Carlsberg 粉丝开年就“齊開得勝”，赢得了超赞的马来西亚 Carlsberg 集团旗下产品和周边商品！

“堪称最佳新年购物体验 – 您购物，Carlsberg 支付”的活动广受民众欢迎，因此，Carlsberg 今年也徇众要求续办，至今已经为 158 名幸运的购物者所购买的年货支付全额款项！

凡购买至少 RM200 的马来西亚 Carlsberg 集团旗下产品，即可参加“堪称最饮胜游戏”，就有机会赢取高达 RM800 的年货，由你选购，Carlsberg 支付，同时亦备有其他丰富奖品待赢取。

现年 36 岁的叶丽群在蕉赖 Tesco Extra 赢走了价值 RM797.85 的年货，她说：“我其实是陪伴妈妈来购物，当我们看到了 Carlsberg 的促销活动，便决定购买 Somersby 苹果酒，以便可以参加游戏。真的是获得幸运之神的眷顾，结果就让 Carlsberg 替我们支付了购物全额！”

另一名 29 岁的幸运购物者彭凯文，在新山百万镇（Permas Jaya）AEON 购买了价值 RM930.55 的杂货，则获得 Carlsberg 替她支付了 RM800。

他说：“我购买 Carlsberg 产品是为新年备货，根本没有想到自己竟然会如此幸运，真的要感谢 Carlsberg！”

如果你正想让马来西亚 Carlsberg 集团替你支付一购物车年货的全额，本周末就是最后机会冲刺了！最后一场“堪称最佳新年购物体验”活动，将于 2 月 3 日及 4 日的中午 12 时至下午 3 时，在甲洞 AEON BiG、梳邦再也 AEON BiG、新山五福城广场（Sutera Mall）AEON BiG、蕉赖南区 AEON 及怡保 Station 18 的 AEON 上演。

除此之外，在马来西亚 Carlsberg 集团此次的“人人都是大赢家”的活动中，全马已经有超过 400 位幸运消费者在畅饮大瓶装的 Carlsberg 啤酒和 Carlsberg 顺啤时，发现了红瓶盖内侧的幸运密码。

48 岁的 Doris 蔡在柔佛一家美食中心与朋友共享一桶啤酒时，发现红瓶盖内侧出现 ‘88’ 的字样而赢得了 RM88。

她说：“我点了一桶 Carlsberg 啤酒和朋友畅饮，亦知道喝 Carlsberg 有机会赢额外现金！这次真的是“齊開得勝”，这算是这个新年的一个好开始！”

凡发现红瓶盖内侧印有 Carlsberg 顺啤或 Somersby 苹果酒标志，即可赢取一箱 (24 罐) 的啤酒或果酒。“人人都是大赢家”促销活动由即日至 2 月 28 日，在全马各参与餐厅、咖啡店及美食中心进行。

Carlsberg 回馈消费者 ‘一年免费啤酒供应’，也为这个新年增另一个亮点，而现年 57 岁，来自柔佛的王宗富就是其中一位幸运儿，他获得一年免费 24 罐装的啤酒供应。凡在参与超市及霸级市场购买新年礼盒的 24 罐装 Carlsberg 啤酒或 Carlsberg 顺啤，即有机会赢奖；一旦发现所购买啤酒红色拉环内侧出现 ‘CS’ 字样，即可赢取一年共 12 箱的 24 罐装的 Carlsberg 啤酒或 Carlsberg 顺啤；如果红色拉环出现 ‘SA’ 字样，即赢得了 4 罐装的 Somersby 苹果酒。

欲了解更多关于 Carlsberg 新年期间的促销、节目及活动，请浏览 [www.facebook.com/CarlsbergMY](http://www.facebook.com/CarlsbergMY) 或 [probablythebest.com.my](http://probablythebest.com.my)。

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成立于 1969 年并在大马交易所上市，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 是世界上最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](http://www.carlsbergmalaysia.com.my)