

FOR IMMEDIATE RELEASE

Press Statement 18/2018

22 May 2018

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## Carlsberg Kicks Off Probably The Best Football Beer Campaign

**Buy Carlsberg and Enjoy The Match. Collect merchandise from your favourite team**

**Shah Alam, 21 May 2018** – As football fans gear up to the most anticipated football match of the year, Carlsberg – *Probably The Best Beer In The World* and Carlsberg Smooth Draught – *Probably The Smoothest Beer In The World* kicked off its biggest football campaign themed “Probably The Best Football Beer” calling beer consumers to buy Carlsberg and enjoy the match. Running from May 14<sup>th</sup> to July 15<sup>th</sup>, the campaign offers football fans a chance to collect limited edition merchandise of their favourite national teams featuring six countries, namely England, France, Germany, Brazil, Spain and Portugal.

As patriotic as football fans are, Carlsberg believes one will adopt a second nationality during the season, hence bringing the concept of “FANationality” to life by featuring six most revered nations namely England, France, Germany, Brazil, Spain and Portugal on its bottles and cans packaging. Limited-edition cans and bottles of Carlsberg and Carlsberg Smooth Draught are spotted in vibrant colours with Carlsberg’s signature hop leaf shape featuring each of the six country flags. Football fans can show their “FANationality” as they buy the Carlsberg products to collect country-themed merchandise such as jerseys, can cooler sleeves, jersey-shaped bottle cooler sleeves and invertible umbrellas, of their favourite team as collectibles.

How to collect those cool merchandise? For every purchase of two buckets of 325ml Carlsberg or Carlsberg Smooth Draught bottles at participating modern bars, pubs and restaurants, one can redeem a free country-themed jersey-shaped bottle cooler sleeve.

Fancy the smart looking jersey? One must collect 36 football-themed Carlsberg bottle caps or Carlsberg Smooth Draught POP caps at participating coffee shops or food courts. Collect 24 football-themed Carlsberg bottle caps or POP caps will entitle you to an invertible umbrella, and 12 caps will get you a can of Carlsberg Smooth Draught (320ml).

What’s more? Carlsberg is also offering a free country-themed beer can cooler sleeve as an instant gift reward with every purchase of the limited edition 6-can pack of Carlsberg or Carlsberg Smooth Draught at major super- and hypermarkets as well as convenience stores.

In addition, Carlsberg will be hosting over 3,000 Probably The Best Viewing Parties at Carlsberg’s affiliated outlets nationwide where football fans can win attractive prizes and

exclusive merchandise while watching the match live together with other ardent football supporters.

Bringing *Probably The Best Football Beer* campaign to the digital platform, an interactive online game named Carlsberg's "FANationality" is developed exclusively for this football tournament. Hosted on Carlsberg's microsite [www.probablythebest.com.my/football](http://www.probablythebest.com.my/football), the online game is based on a point system which will see the ultimate FAN and his or her buddy win an all-expense paid trip to watch Liverpool match LIVE in the UK!

One can also catch the latest news updates, match schedule, results, ongoing promotions as well as venues of the viewing parties all on this site too. To add to the thrill, there is also a Swipe-and-Win game with loads of prizes to be won.

So, buy Carlsberg and enjoy the most anticipated football event of the year with Carlsberg's *Probably The Best Football Beer* campaign this May to July. Find out more on [www.facebook.com/CarlsbergMY](https://www.facebook.com/CarlsbergMY) or [www.carlsbergmalaysia.com.my](http://www.carlsbergmalaysia.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.

**For further enquiries, please contact:**

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Incorporated in 1969, Carlsberg Malaysia is a dynamic brewer with operations in Malaysia and Singapore, with stakes in a brewery in Sri Lanka. We also have a regional presence via exports to Thailand, Taiwan, Hong Kong and Laos.

Our international portfolio of brands features Probably The Best Beer In The World – Carlsberg, Probably The Smoothest Beer In The World – Carlsberg Smooth Draught and Probably The Best Strong Beer – Carlsberg Special Brew. This Carlsberg trio is complemented by international premium brews including France's premium wheat beer Kronenbourg 1664 Blanc, Japan's No.1 premium beer Asahi Super Dry, European cider Somersby, British-inspired Connor's Stout Porter draught, US award-winning craft beer Brooklyn Brewery as well as Corona Extra, the imported premium Mexican beer brand. Our local brands include SKOL, Royal Stout, Jolly Shandy and Nutrimalt.

供即时发布

## Carlsberg 启动堪称最佳足球啤酒活动

### 购买 Carlsberg，尽享球赛，收集你最爱球队的周边商品

**莎阿南 2018 年 5 月 21 日讯** – 正当足球迷摩拳擦掌准备迎接本年度最盛大的球赛，堪称全球最佳啤酒 Carlsberg 和堪称全球最顺啤酒 Carlsberg 顺啤也顺势推出主题为“堪称最佳足球啤酒活动”，带动啤酒消费者购买 Carlsberg，尽享球赛。这项由 5 月 15 日开始至 7 月 14 日结束的活动，让球迷有机会收集六支他们最爱国家球队，即英格兰、法国、德国、巴西、西班牙和葡萄牙的限量版周边商品！

球迷对他们钟爱球队的热情不亚于有关国家的爱国公民，当赛季来临，他们就犹如领了第二个公民权一样，这就是衍生“粉丝国民” (FANationality) 概念的由来，而 Carlsberg 将六支备受追崇的球队英格兰、法国、德国、巴西、西班牙和葡萄牙设计容入 Carlsberg 和 Carlsberg 顺啤瓶及罐上。Carlsberg 和 Carlsberg 顺啤的瓶与罐上展现着充满艺术意味啤酒花型的六国各国旗，色彩鲜艳吸睛，也增添了足球气氛，令瓶和罐都成了限量版珍藏品。球迷购买 Carlsberg 啤酒时，就可借机收藏他们最爱队伍的酷炫周边商品，如球衣、球衣型瓶装和罐装保冷啤酒套、和反向雨伞，以展现他们的“粉丝国民”精神。

那球迷能如何收集到此精美周边商品呢？球迷及啤酒爱好者只须于参与的酒吧、酒廊或餐厅购买两桶 Carlsberg 或 Carlsberg 顺啤，即可获赠一件别致的球衣型保冷啤酒套。

想拥有一件球衣吗？那就赶紧光顾参与的咖啡店或美食中心，享饮 Carlsberg 或 Carlsberg 顺啤，并收集 36 个备有足球印花的 Carlsberg 瓶盖或 Carlsberg 顺啤 POP 瓶盖，即可换取一件设计别致的球衣；收集 24 个备有足球印花的 Carlsberg 瓶盖或 Carlsberg 顺啤 POP 瓶盖，就能换取一把精美反向雨伞；而收集 12 个瓶盖则可换取一罐 320 毫升的 Carlsberg 顺啤。

此外，只要前往各大霸级、超级市场和连锁便利店购买 6 罐装的 Carlsberg 或 Carlsberg 顺啤足球版，即可获赠一个附有球队设计的罐装保冷啤酒套。

不仅如此，Carlsberg 也将在全国开展超过 3,000 场的球赛派对，并让球迷和其他热情粉丝在追看现场直播的同时，也可赢取丰富奖品以及独家周边商品。

Carlsberg 也将堪称最佳足球啤酒活动搬上数码平台，并专为本赛会开发了一项称为“粉丝国民” (FANationality) 的互动游戏。这向积分制游戏装载在 Carlsberg 的微型网站上 [www.probablythebest.com.my/football](http://www.probablythebest.com.my/football)。终极粉丝将可以赢得一份双人旅费全包之旅，飞往英格兰现场观看利物浦球赛。

球迷们也可以在此网站获取最新资讯、赛果、赛程编排、促销消息及看球派对地点。更值得一提，球迷还可参与‘刷即赢’游戏，即有机会赢取丰富奖品。

5 月至 7 月期间，消费者可透过堪称最佳足球啤酒活动，一边享用 Carlsberg 或 Carlsberg 顺啤，一边尽享球赛。关于更多详情，敬请登录：[www.facebook.com/CarlsbergMY](https://www.facebook.com/CarlsbergMY) 或 [www.carlsbergmalaysia.com.my](http://www.carlsbergmalaysia.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](http://www.carlsbergmalaysia.com.my)。