

FOR IMMEDIATE RELEASE

Press Statement 21/2018

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## Teeing off Probably The Best Golf Tournament

Carlsberg Golf Classic celebrates silver jubilee as biggest and longest-running amateur golf tournament in Malaysia

**Putrajaya, 20<sup>th</sup> June 2018** – Golfers, are you ready to tee off a round of golf at the Carlsberg Golf Classic (CGC) tournament? Back for its 25<sup>th</sup> consecutive year, CGC – *Probably The Best Golf Tournament* – still holds the title as the biggest and longest-running amateur golf series in Malaysia. The tournament is offering approximately RM 2.6 million in prizes, while promising more fun on the green this year with probably the best sampling of beers and ciders on and off the course.

Scheduled to be held at 34 exclusive golf clubs in Peninsular Malaysia (28 legs), Sabah (4 legs) and Sarawak (2 legs) from 1 July to 13 October, CGC is expected to see more than 3,200 amateur golfers competing towards the championship title to be clinched during the national finals at the Palm Garden Golf Club at IOI Resort, Putrajaya on 25 October.

The 25<sup>th</sup> edition of CGC also marks the biggest hole-in-one prizes of Mercedes Benz E-class & C-class luxury sedans, offered alongside lucky draw prizes and in novelty prizes.

“Twenty-five years is a significant milestone as it represents CGC’s unwavering support towards the game and the golf community. Proud to be *Probably The Best Golf Tournament* in the eyes of many golf enthusiasts, we’ve raised the bar this year with amazing prizes, fun activities with novelty shots on the green and our great brands as we’re bringing Carlsberg Smooth Draught and Somersby cider to the fairway,” said Lars Lehmann, Managing Director of Carlsberg Malaysia at the media launch at Palm Garden Golf Club.

“This year, the tournament will be nothing short of fun. Now, golfers can ‘POP’ a draught anywhere, when they are served ice-cold Carlsberg Smooth Draught with the easy-to-open ‘POP Cap’ on the green itself. Besides showing off their best golf swing, we challenge them and their flight mates to have the loudest ‘pop’ when they pull open a Carlsberg Smooth Draught to win more of *Probably The Smoothest Beer In the World!*” Lehmann shared.

“If you prefer a fruity thirst-quencher, do look out for the Somersby Kombi mobile pop-up bar for free samples of Somersby cider, available in Apple, Blackberry and Sparkling Rosé flavours,” he added.

Nett and gross winners across the 34 qualifying legs will go home with attractive prizes including premium timepieces from Titoni, Ogawa massage cushions, TaylorMade drivers,

putters and golf bags, as well as VIP passes to *Probably The Best Brewery Tour* at Carlsberg Malaysia's Shah Alam brewery worth RM100 each.

To celebrate CGC's 25<sup>th</sup> anniversary, Carlsberg is giving away a limited-edition Carlsberg golf cap for every purchase of two buckets of Carlsberg Smooth Draught at participating golf clubs nationwide.

Golfers can also stand to win Titoni timepieces, cartons of Carlsberg Smooth Draught and passes to visit *Probably The Best Lounge* simply by snapping their most creative picture with Carlsberg or Carlsberg Smooth Draught products at any golf clubs and uploading it to Facebook or Instagram with the hashtags *#carlsberggolfclassic* and *#probablythebest*.

The official partners of the Carlsberg Golf Classic 2018 are Mercedes Benz, Cutter & Buck, TaylorMade, Ogawa, Titoni, Mars Whisky, Saujana Hotels & Resorts, Sunplay, Gatorade, and ParGolf. For the full tournament schedule and updates, visit [www.facebook.com/CarlsbergMY](http://www.facebook.com/CarlsbergMY).

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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 with business managed sustainably. Find out more at [www.carlsbergmalaysia.com.my](http://www.carlsbergmalaysia.com.my).

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## 堪称最佳高尔夫球赛挥杆开赛

### 马来西亚最大型、最悠久业余高尔夫球赛 Carlsberg 经典高尔夫球赛喜迎银禧志庆

**布城 2018 年 6 月 20 日讯** – Carlsberg 经典高尔夫球赛敲响响锣，正是高尔夫球手大显身手的时候了！今年适逢 25 周年银禧志庆的 Carlsberg 经典高尔夫球赛，依然是国内最大型、历史最悠久的业余高尔夫球赛。这项堪称最佳高尔夫球赛，亦堪称最佳场上场边品尝啤酒和果酒的盛会，今年重磅出击，设置高达 260 万令吉奖品以及誓言营造更多赛会欢乐。

Carlsberg 经典高尔夫球赛将于 7 月 1 日至 10 月 13 日在马来西亚半岛（28 场）、沙巴（4 场）及砂拉越（2 场）的 34 个高尔夫球俱乐部比赛，预料将吸引超过 3,200 名业余高尔夫球手逐鹿冠军。全国总决赛将于 10 月 25 日在布城 IOI 度假城 Palm Garden 高尔夫球俱乐部上演。

已进入第 25 个年头的 Carlsberg 经典高尔夫球赛，今年献出了 Mercedes Benz E-class 及 C-class 豪华房车作为一杆进洞终极大奖，同时还设置幸运抽奖以及新奇奖品（novelty prizes）。

马来西亚 Carlsberg 集团董事经理雷盟 (Lars Lehmann) 在 Palm Garden 高尔夫球俱乐部举行的媒体发布会上说：“Carlsberg 经典高尔夫球赛谱写了一个 25 年的重要里程碑，也凸显它坚定不移地支持高尔夫球这领域。我们也很高兴，这项赛事已成了众多热爱高尔夫球人士眼中的**堪称最佳高尔夫球赛**。我们也为今年的比赛添加更丰富奖品、欢乐活动及新奇挥杆等奖品。当然，我们也将将在赛会奉上佳酿 Carlsberg 顺啤和 Somersby 果酒。”

雷盟分享说：“今年赛会将会是欢乐不断的比赛。而随着 Carlsberg 顺啤已换上了易拉 ‘POP’ 瓶盖，众球手在场上享用 Carlsberg 顺啤时，也可以享受开瓶 ‘POP’ 乐的新体验。除了在球场上大显身手，他们还可以接受挑战，和同伴们比试 ‘POP’ 开酒瓶的 ‘POP’ 声量，胜出者即可赢得**堪称全球最顺啤酒**。”

他补充说：“如果您想找些解渴的，亦可前往五彩缤纷的 Somersby Kombi 流动吧台，享用一杯免费的 Somersby 果酒，果酒的口味分别有苹果、莓果和粉红气泡酒。”

所有 34 场初赛的净杆和总杆优胜者将获得丰富的奖品，包括 Titoni 精品手表、Ogawa 按摩椅、TaylorMade 球杆及高尔夫球袋，还可领取每份价值 100 令吉的贵宾券，参与 Carlsberg 位于莎阿南**堪称最佳啤酒厂之旅**。

配合 Carlsberg 经典高尔夫球赛的 25 周年庆，凡在全国参与的高尔夫球俱乐部购买 2 桶 Carlsberg 顺啤，即获赠一顶限量版 Carlsberg 高尔夫球帽。

若在任何高尔夫球俱乐部与 Carlsberg 或 Carlsberg 顺啤合照，拍出最佳创意图片上传至脸书或 Instagram，并标签 *#carlsberggolfclassic* 及 *#probablythebest*，即有机会赢取 Titoni 手表、一箱箱的 Carlsberg 顺啤以及 *堪称最佳酒廊* 的入场券。

2018 年 Carlsberg 经典高尔夫球赛官方合作伙伴有 Mercedes Benz、Cutter & Buck、TaylorMade、Ogawa、Titoni、Mars Whisky、Saujana 酒店及度假村、Sunplay、Gatorade 及 ParGolf。欲知赛程及最新信息，请登录 [www.facebook.com/CarlsbergMY](http://www.facebook.com/CarlsbergMY)。

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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)