

FOR IMMEDIATE RELEASE

Press Statement 24/2018

16 July 2018

Page 1 of 4

## Football fans cheered their way to Finale at Probably The Best Football Parties

### Thousands nationwide celebrated the world's most anticipated football tournament with Carlsberg!

**Shah Alam, 16 July 2018** – Some 1,000 football fans and beer lovers celebrated the finale of the world's most anticipated football tournament at Carlsberg's "Probably The Best Football Parties" across 9 locations held concurrently across key cities in West and East Malaysia!

A total of eight lucky winners at selected party locations during the Third Placing and Finals matches walked home with huge smiles as they won official autographed football jerseys by football professionals namely Thierry Henry, Neymar Jr, Cristiano Ronaldo, Andrés Iniesta, and Dele Alli!

In KL, 19 lucky winners from "Probably The Best Football Beer" campaign's *Swipe and Win* contest won exclusive passes to "Probably The Best Football Beer Party" brought along 3 buddies to watch the finals with other drinkers at one of Carlsberg's mega scale parties held at The Brew House in Sunway Giza, KL.

The one-of-its-kind football party venue was decorated with Carlsberg's hop leaf featuring flags of the six most revered football nations - France, England, Spain, Portugal, Germany and Brazil. Loud cheers and thunderous roar more than 300 partygoers filled the air as the crowd cheered for France and Croatia, with Carlsberg's thundersticks and whistles in hand.

It was *probably the best* football experience as many put their footie skills and knowledge to test playing "Probably The Best Foot Pong", "Probably The Hardest Kick", and Football Trivia. It was a night to remember as winners scored Carlsberg's Football Premium Kits comprising jersey, invertible umbrella, bottle and can cooler sleeves; LED TVs by Hisense; smartphones by Vivo and exclusive merchandise from Mercedes Benz. Prior to the match, dancers paraded sporting Carlsberg's football premiums and Carlsberg and Carlsberg Smooth Draught's beautiful limited-edition football-themed packaging drawing attention of passers-by.

"Carlsberg Malaysia pulled all stops during the world's most anticipated football tournament in Russia with our disruptive marketing strategy. Since the launch of our "Probably The Best Football Beer" campaign, we have seen positive sales results, encouraging response from consumers with thousands of players on "Probably The Best Football Beer Game" vying for the grand prize of a trip for two to watch a Liverpool FC match LIVE in UK.", said Charles Wong, marketing director of Carlsberg Malaysia.



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“Throughout our football campaign, Carlsberg has hosted approximately 3,000 parties engaging football fans and consumers nationwide including Sabah and Sarawak. Coupled with attractive limited-edition football merchandise and packaging specially for this football campaign, we hope Malaysians had “Probably The Best Football Beer” experience with Carlsberg and Carlsberg Smooth Draught”, Charles added.

Enjoying the party with customers, owners of The Brew House chain Felix Yang and Roger Hew presented cartons of Carlsberg and Carlsberg Smooth Draught to members of the media for a special lucky draw.

Who will win the grand prize of Carlsberg’s “Probably The Best Football Beer Game” at [www.probablythebest.com.my/football](http://www.probablythebest.com.my/football) to watch Liverpool FC play LIVE in UK? Stay tuned to [CarlsbergMY](https://facebook.com/CarlsbergMY)’s Facebook page as winners will be announced end of July.

As part of our #CELEBRATERESPONSIBLY campaign to advocate no drink driving, Carlsberg Malaysia offered RM10 off GRAB rides to consumers who attended “Probably The Best Football Beer Parties” at its Third Placing and Finals matches.

#### **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.

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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.

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## 球迷齐聚堪称最佳足球派对为地表最强决赛喝彩

全国数千球迷边喝 Carlsberg 边享受世界最澎湃的足球赛情！

**莎阿南 2018 年 7 月 16 日讯** – 来自东西马 9 个地点的大约 1,000 名球迷和啤酒爱好者，现在齐集于 Carlsberg 之“堪称最佳足球派对”一起举杯为本年度最盛大国际足球赛事喝彩！

在季军争夺赛和大决赛中，共有八位幸运儿被选中，分别赢得了足球明星泰利·亨利 (Thierry Henry)、内马尔 (Neymar Jr)、C 罗纳多 (Cristiano Ronaldo)、伊涅斯塔 (Andrés Iniesta)、及德里·阿里 (Dele Alli) 的亲笔签名球衣！

吉隆坡共有 19 位幸运儿在“堪称最佳足球啤酒”活动的“刷即赢”竞赛中，赢得了独家“堪称最佳足球啤酒派对”的入门票，并可携带三位朋友前往吉隆坡 Sunway Giza 的 The Brew House 参与 Carlsberg 的大型派对。

独一无二的足球派对现场，以挂上了本地球迷最热爱的六支球队，即法国、英格兰、西班牙、葡萄牙、德国及巴西的国旗，有关国旗以 Carlsberg 的标志性啤酒花形状为设计。当法国与克罗地亚比赛开始时，现场便充满了超过 300 派对参与者的狂叫和欢呼声，还有尖锐的哨子声。

许多派对参与者也体验了一场堪称最佳的足球氛围，并在“堪称最佳足兵”和“堪称最劲一踢”的游戏中展露他们的脚下功夫，以及在回答环节考一考他们的足球常识，让参赛者成功赢得了 Carlsberg 足球周边商品的精品套装，内含球衣、反向雨伞、瓶装及罐装保冷啤酒套；Hisense 的 LED 电视；Vivo 智能电话及 Mercedes Benz 的独家周边商品。在球赛开始之前，舞者们逐一展示了 Carlsberg 的足球精品，以及 Carlsberg 和 Carlsberg 顺啤的精美限量版足球包装，令路过者也不禁要停下脚步瞧一眼。

马来西亚 Carlsberg 集团市场总监黄冠中说：“随着在俄罗斯举行的全球瞩目足球赛开赛，马来西亚 Carlsberg 集团便积极投入突破性的营销策略。自“堪称最佳足球啤酒”活动推



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介以来，我们便取得优越的销售，消费人的积极响应，更有数千人参与 “堪称最佳足球游戏” 以争夺双人前往英国伦敦现场观看利物浦比赛的大奖。”

他补充说：“Carlsberg 在全程活动中，一共在全国包括沙巴和砂拉越主办了约 3,000 派对款待球迷和消费者。加上活动的精致限量版足球周边商品，愿马来西亚人名副其实地尝到了 Carlsberg 和 Carlsberg 顺啤 “堪称最佳足球啤酒” 的体验。”

与消费人同欢的 The Brew House 连锁点主人 Felix Yang 和 Roger Hew，也在派对上献出了一箱箱 Carlsberg 和 Carlsberg 顺啤，作为媒体朋友的幸运抽奖。

到底谁会在 Carlsberg 的 [www.probablythebest.com.my/football](http://www.probablythebest.com.my/football) “堪称最佳足球啤酒游戏” 中脱颖而出前往英国观看利物浦比赛？请继续留守 [CarlsbergMY](https://www.facebook.com/CarlsbergMY) 脸书专页的发布，优胜者将在 7 月杪出炉。

为了倡议理性饮酒（#CELEBRATERESPONSIBLY），鼓励酒后不开车，马来西亚 Carlsberg 集团在 “堪称最佳足球啤酒派对” 的季军争夺赛和大决赛，都提供了乘搭 GRAB 的十令吉回扣。

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