

FOR IMMEDIATE RELEASE

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## CARLSBERG'S PROBABLY THE BEST BREWERY TOUR FOR SABAHANS & SARAWAKIANS

**Brewery tour for Sabah & Sarawak beer lovers where they can see, touch, smell and taste Carlsberg beers**

**SHAH ALAM, Nov 8, 2018** – Every beer lovers' dream is to be able to discover and learn how beer is made. Carlsberg Malaysia hosted Probably The Best Brewery Tour for its distinguished customers and consumers hailing from Sabah and Sarawak to experience first-hand the Art of Making Beer, particularly a quality Carlsberg at its production plant in Shah Alam.

From the moment guests set foot at Probably the Best Lounge, they were offered a set of welcome brews that consists of Carlsberg Smooth Draught, Somersby Apple Cider, Kronenbourg 1664 Blanc and premium draught Connor's Stout Porter. Simultaneously, they were presented a product brochure featuring Carlsberg Malaysia's international portfolio of beer, cider, stout, craft beers and non-alcoholic brands.

Upon learning more about the Carlsberg Malaysia's brewery and brands through an insightful and interesting presentation, guests were ushered to a guided sensory experience at Probably The Best Gallery where they got to see, touch, smell and taste the quality natural ingredients – malt, hops, yeast and water through the presentation on the Art of Brewing presentation.

Diving deeper on other types of beer, brewing methods of our Premium Draught Stout, Connor's; French Premium Wheat Beer, Kronenbourg 1664 Blanc; and the new range of craft beers under our belt, Brooklyn Lager and Brooklyn East India Pale Ale were also introduced.

It was truly a unique ex-beer-ience for our visitors from Sabah and Sarawak. To most of them, it was their first time visiting a beer manufacturing plant, getting a whiff of the aroma of hops, understanding the role of yeast in beer as well as touching and tasting the malt used in brewing Carlsberg beers. Venturing further throughout the brewery tour experience, consumers will witness for themselves as they see how beers are bottled and packaged straight from the production machineries.

Living up to Carlsberg's brand promise of *Probably The Best*, guests enjoyed the full-fledge of Carlsberg Malaysia's brews at Probably The Best Lounge while keeping themselves entertained with fun-filled games and activities like the electronic dart machine iDarts and electronic beer-table tennis iPong as well as belting out their favorite numbers on the Karaoke machine too.

Come and experience for your yourself Carlsberg's Probably The Best Brewery Tour and invite your friends to join too! Book Your Tour Now to learn the Art of Making Beer with Carlsberg Malaysia by heading to <https://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.

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**Senior Executive, Corporate Communications & CSR**

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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## CARLSBERG 堪称最佳啤酒厂之旅于东马朋友

沙巴与砂拉越啤酒爱好者亲临啤酒厂一游，亲睹、手触、鼻闻、口尝

### Carlsberg 啤酒

**莎阿南 8 日讯** – 每一个喜爱喝啤酒的人，几乎都不知道啤酒是如何酿制的，而马来西亚 Carlsberg 集团为其沙巴及砂拉越的尊贵客户和消费者特办了堪称最佳啤酒厂之旅，让他们亲临 Carlsberg 莎阿南酒厂，亲眼见证其酿酒的艺术和品鉴佳酿。

当来宾一抵步堪称最佳酒廊时，就为他们献上一组的迎宾酒，包括 Carlsberg 顺啤、Somersby 苹果酒、Kronenbourg 1664 Blanc 及精酿 Connor's Stout Porter 黑啤。同时，也奉上刊载马来西亚 Carlsberg 集团国际组合啤酒、果酒、手工精酿啤酒及非酒精类饮料品牌的产品册子。

来宾透过既精辟又有趣的简报，深入了解马来西亚 Carlsberg 集团的酒厂和品牌之后，就被领往堪称最佳酒廊，从酿酒的艺术演示中，体验一场感官的盛宴，亲身观、触、闻、尝上等酿酒天然原料 – 麦芽、啤酒花、酵母及水。

再深入了解 Carlsberg 集团其他啤酒类如精酿黑啤 Connor's; 法国大麦精酿啤酒 Kronenbourg 1664 Blanc; 以及我们旗下全新系列手工精酿啤酒 Brooklyn Lager 与 Brooklyn East India Pale Ale 的酿制方法。

对于沙巴与砂拉越的嘉宾们而言，这是一次名副其实的独到‘俏啤’体验。他们当中大部份都是第一次参观啤酒厂，并有机会一亲啤酒花的芳泽，了解酵母的酿酒作用，亲手触摸和品尝酿制 Carlsberg 啤酒所用的麦芽。他们也将亲眼目睹啤酒是如何在生产线上进行装瓶和包装，进一步深化他们这一次啤酒厂之旅的体验。

来宾们在堪称最佳酒廊尝尽了马来西亚 Carlsberg 集团的佳酿，参与趣味游戏和活动，包括电子飞镖 iDarts、电子乒乓 iPong，还一起卡拉 OK，此行的确不负 Carlsberg 品牌的**堪称最佳**宗旨。

欢迎亲体验 Carlsberg 堪称最佳啤酒厂之旅，亦可邀请你的朋友同行！现在就登录 <https://carlsbergmalaysia.com.my/> 预定你的啤酒厂之旅，向马来西亚 Carlsberg 集团偷师学酿酒的艺术。

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