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Page 1 of 4

Carlsberg Launches Brooklyn Brewery's First Southeast Asian Flagship Outlet in Resorts World Genting

Craft beer lovers can now enjoy Brooklyn brews from the tap at the highest Brooklyn Bar in the World

Genting Highlands, 19th November 2018 – Carlsberg Malaysia has given craft beer lovers another reason to rejoice with the launch of Brooklyn Lager and Brooklyn East IPA draught beers at the peak of Malaysia's most popular highland destination, Resorts World Genting.

Located at the heart of High Line Rooftop Market in SkyAvenue, one of the latest dining attractions at Resorts World Genting, The Brooklyn Bar lays claim to fame as the first Brooklyn flagship outlet in Southeast Asia and is one of a handful of Carlsberg outlets in Malaysia offering the incomparable taste of exquisitely crafted brews from Brooklyn Brewery straight from the tap.

This marks the latest partnership between Carlsberg Malaysia and Brooklyn Brewery – New York City's award-winning craft beer brewhouse – to offer draft versions of their signature craft brews to local beer connoisseurs.

The launch of the Brooklyn Bar at High Line Rooftop Market was officiated by Robin Ottaway, President of Brooklyn Brewery in his first official visit to Malaysia. Joining him was Lars Lehmann, Managing Director of Carlsberg Malaysia and Dato' Edward Holloway, Executive Vice President of Leisure and Hospitality, Resorts World Genting to introduce this brand-new Brooklyn draught experience.

Lars Lehmann, Managing Director of Carlsberg Malaysia, said, "Since the launch of Brooklyn Brewery's beers in our brand portfolio, we have seen many new fans from craft beer drinkers. And now, the introduction of Brooklyn draught will allow them to enjoy award-winning craft beers straight from the tap at their favourite bar or bistro. We're very proud to partner with Resorts World Genting in introducing Southeast Asia's first Brooklyn Flagship Outlet at High Line Rooftop Market to serve Brooklyn's craft brews 6,000 feet up in cool mountain air. We have literally raised the bar for craft beer lovers in Malaysia!" he added.

Robin Ottaway, President of Brooklyn Brewery, commented, "Our relationship with Carlsberg has helped us realise our vision of a global network of excellent beer, including the partnership between Carlsberg Malaysia and Resorts World Genting resulting in the first Brooklyn flagship outlet in Southeast Asia. We're extremely excited that Kuala Lumpur has joined the ranks for

Brooklyn Brewery's draught beer experience. This is a fantastic step up for the enjoyment of craft beer in Malaysia!"

Dato' Edward Holloway, Executive Vice President of Leisure and Hospitality, Resorts World Genting said, "We have had a long history of partnership with Carlsberg for over 40 years to organize events and themed nights resort-wide and we are fortunate that they have chosen us as the very first flagship outlet in Southeast Asia here at High Line. This ups the ante at the resort as well as the quality of craft beer in Malaysia with Brooklyn Brewery being New York City's award-winning craft beer brew house and the No. 1 exporter of American craft beer. High Line – an eclectically-designed collection of seven deliciously memorable dining options – has been meticulously curated to create revolutionary dining options that are delicious yet memorable, and Brooklyn Brewery fits right in."

The award-winning Brooklyn Lager, at 5.2% ABV, is amber-gold in colour and displays a firm malt centre supported by a refreshing bitterness and floral hop aroma. The aromatic qualities of the beer are enhanced by "dry-hopping", the centuries-old practice of steeping beer with fresh hops as it undergoes a long, cold maturation after fermentation. The result is a wonderfully flavourful beer – smooth, refreshing and very versatile with food – deserving its 2018 World Beer Cup Gold Medal.

On the other hand, Brooklyn East IPA is a clean, drinkable pale ale at 6.9% ABV that offers a bold balance, with a bright piney aroma, and the taste of stone fruits yet a firm bitterness from IPA's ancestral British home. The lychee nose and crisp, bitter hop finish go surprisingly well with the spicy Asian dishes that Malaysians love.

Building on the complex yet balanced tasting notes of Brooklyn Brewery's craft brews, guests at the launch were feted with mouth-watering food pairings from the chefs at High Line Rooftop Market, demonstrating the ability of the two beers to complement perfectly with a wide variety of dishes with bold and savoury flavours such as fresh oysters, gourmet burgers, traditional Chinese street food, steaks, and even nasi lemak with a lobster meat twist.

Brooklyn Brewery is the no. 1 American craft beer exporter and is available in more than 30 countries. It has received numerous accolades and awards for its brews, including the 2018 Beer World Cup Gold Medal for Brooklyn Lager. Carlsberg Malaysia's distribution marks the seventh strategic partnership between the Carlsberg Group and Brooklyn Brewery after Sweden, Norway, London, Hong Kong, Lithuania, and Singapore.

To find out more about Brooklyn Lager and Brooklyn East IPA, visit Carlsberg Malaysia's dynamic portfolio of brands on www.carlsbergmalaysia.com.my or www.facebook.com/CarlsbergMalaysia.

About Brooklyn Brewery

Founded in 1988, The Brooklyn Brewery is one of the foremost craft breweries in the world, currently ranking #11 in volume among United States craft breweries. In pushing the boundaries of beer while keeping an eye on tradition, Brooklyn Brewery produces award-winning beers that are available in more than 30 countries. The Brooklyn Brewery is located in the Williamsburg section of Brooklyn and has been a proud supporter of the arts, music and community efforts since its inception. More at: www.brooklynbrewery.com.

About Resorts World Genting

Resorts World Genting (“RWG”) is a premier leisure and entertainment resort in Malaysia located 50 minutes from Kuala Lumpur. The resort stands majestically at 6,000 feet above sea level, on a tropical jungle that is 130 million years old. Throughout the year, the resort enjoys cool weather between 16 and 24 degrees, making it one of Malaysia’s most popular tourists’ destinations with nearly 25 million visitors in 2017. The Group has embarked on a 10-year master plan to reinvigorate and transform Resorts World Genting under the Genting Integrated Tourism Plan (“GITP”) in 2013. Today, Resorts World Genting has introduced various new facilities and attractions under the GITP, which includes the newly refurbished Theme Park Hotel, additional tower at the First World Hotel and built the new Awana SkyWay cable car system.

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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.

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Carlsberg 在云顶推介东南亚首家 Brooklyn Brewery 旗舰店

如今，精酿啤酒品醇客们可在世界最高的 Brooklyn 酒吧畅饮 Brooklyn 啤酒

云顶高原 19 日讯 – 马来西亚 Carlsberg 集团再为精酿啤酒品醇客捎来喜讯，随着 Brooklyn Lager 与 Brooklyn East IPA 佳酿登上云顶顶峰，如今品醇客们随即可在马来西亚闻名遐迩避暑胜地豪饮几杯，这必定让他们倍感兴奋。

已经报到云顶名胜世界最新景点云天大道 High Line Rooftop Market 的 Brooklyn Bar，亦是东南亚第一家 Brooklyn 旗舰店，又是 Carlsberg 在国内少数仅有的销售处之一，它让消费者得以品尝直接从 Brooklyn Brewery 酒桶注入杯中的精酿啤酒，体验其独具一格的风味。

这项推介亦代表它是马来西亚 Carlsberg 集团与纽约屡获殊荣精酿酒厂 Brooklyn Brewery 的最新合作项目，以让本地啤酒品醇客得以一尝该厂的独特精酿啤酒。

在 High Line Rooftop Market 开张的 Brooklyn Bar，则由第一次踏足我国的 Brooklyn Brewery 总裁罗宾奥特维（Robin Ottaway）亲临主持开幕。马来西亚 Carlsberg 集团董事经理雷盟（Lars Lehmann）与云顶名胜世界休闲度假部执行副总裁拿督爱德华豪罗威（Dato' Edward Holloway），双双出席仪式介绍 Brooklyn 生啤的崭新体验。

马来西亚 Malaysia 集团董事经理雷盟说：“自从把 Brooklyn Brewery 啤酒纳入我们的品牌组合，已经引来了不少精酿啤酒的爱好者。如今，随着 Brooklyn 生啤的推介，爱好者更可以在他们常光顾的酒吧或小酒馆直接从酒桶灌注畅饮。我们也很荣幸能与云顶名胜世界合作，在海拔6千尺处，山高气爽的 High Line Rooftop Market，推介东南亚第一家 Brooklyn 旗舰店，这就是名副其实的把马来西亚精酿啤酒爱好者带到另一个高度！”

Brooklyn Brewery 总裁罗宾奥特维也说道：“我们与 Carlsberg 的合作关系，已为我们实现了打入全球优质啤酒网络的愿景，包括促成与马来西亚 Carlsberg 集团和云顶名胜世界合作，落实了东南亚第一家 Brooklyn 旗舰店。我们也非常高兴，吉隆坡已经列入了 Brooklyn Brewery 生啤版图之内，并将为马来西亚带来超棒的精酿啤酒体验！”

云顶名胜世界休闲与酒店部执行副总裁拿督爱德华豪罗威说：“我们与 Carlsberg 的合作关系源远流长，双方合作办活动及度假村主题之夜已经超过了 40 年。如今，我们的 High Line 很荣幸获得青睐，被选为东南亚第一家旗舰店的进驻地。随着纽约市屡获殊荣酒厂，也是美国高居榜首精酿啤酒出口商 Brooklyn brewery 的登陆，不但有助增加酒店的筹码，亦提升马来西亚精酿啤酒的水平。至于 High Line，它是个开放式的休闲美食街，并带来了难忘的休闲式餐饮顶级体验，与 Brooklyn Brewery 风格相互融合。”

得奖啤酒 Brooklyn Lager 酒精度为 5.2%，拥有金琥珀色泽，醇厚麦芽香酒体，带着清爽苦味与饱满的酒花香。啤酒能拥有浓郁酒花香气，归功于历史悠久的干投酒花技术，即发酵后的长时间冷却过程中添加啤酒花，让酒液充满酒花香气。它也因而酿出了顺滑、清爽的绝佳口感，并可与任何食物形成绝配，使它能在 2018 世界盃啤酒大赛勇夺金奖。

至于酒精度 6.9% 的 Brooklyn East IPA，是一款顺口、易入口及醇厚度相宜的淡色爱尔啤酒，带有清新松木香、核果香气夹杂着醇厚的古典英式风味的苦味。其回味带有荔枝香爽质地糅合啤酒花苦感，与大马人喜爱的辛辣食物形成了最佳搭配。

推介礼现场嘉宾享受了 Brooklyn Brewery 精酿啤酒带来的丰富层次而且醇厚均衡的口感，佐上 High Line Rooftop Market 厨师呈献的美味佳肴，印证了这两款啤酒可与各类色香味俱全美食，如与牡蛎、美味汉堡、传统中餐、牛排，甚至椰浆饭及龙虾肉形成佳配。

Brooklyn Brewery 是美国高居第 1 的精酿啤酒出口商，产品远销 30 余国。该厂所酿造的啤酒亦屡获殊荣，其中包括 Brooklyn Lager 拿下了 2018 世界盃啤酒大赛金奖。马来西亚 Carlsberg 分销则是继 Carlsberg 集团与 Brooklyn Brewery 在瑞典、挪威、伦敦、香港、立陶宛及新加坡合作之后的第 7 项战略合作。

关于更多 Brooklyn Lager 与 Brooklyn East IPA 详情，欢迎登录 www.carlsbergmalaysia.com.my 或 www.facebook.com/CarlsbergMalaysia 查阅马来西亚 Carlsberg 集团充满活力的品牌组合。

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