

FOR IMMEDIATE RELEASE

Press Statement 40/2018

30 December 2018

Page 1 of 4

## **PROSPERITY BEGINS WITH A POP SO USHER IN A VIBRANT CNY WITH CARLSBERG'S COLOURFUL CANS AND BOTTLES!**

**“Prosperity Begins With A POP!” this festive season as electronic mahjong tables, mahjong sets, beer vouchers, RM100 cash ang paus, cooler bags and much more are up for grabs!**

Shah Alam, 30 December 2018 – Carlsberg is putting a vibrant twist to the traditionally red-dominated festival by giving a colourful spin to this 2019 Chinese New Year (CNY) with “Prosperity Begins With A POP!” promotion. Introducing 4 vibrant coloured caps and cans in red, pink, green and blue, beer lovers can spot Carlsberg and Carlsberg Smooth Draught’s CNY limited edition festive pack easily and stand to win exciting prizes including electronic mahjong table, mahjong sets and cash ang paus!

Bringing the vibrant CNY festive spirits to life, all big bottles of Carlsberg and Carlsberg Smooth Draught are spotted in red, pink, green and blue caps with greeting words of 福 , 发 , 喜 and 旺 symbolising Prosperity, Happiness, Wealth and Good Luck! The same vibrant colours and greeting words are also spotted on Carlsberg and Carlsberg Smooth Draught 320ml festive can packaging.

Carlsberg’s Prosperity Begins with a POP! nationwide promotion commenced on 24th December 2018 and runs till 17th February 2019.

So hurry and enjoy Carlsberg and Carlsberg Smooth Draught NOW and stand a chance to win 100 fantastic grand prizes consisting of electronic mahjong table sets that auto shuffles and sorts the game tiles that comes in two sets for convenience and hassle-free enjoyment! Other exciting prizes like limited edition mahjong sets, RM100 ang paus and playing cards are up for grabs too! All you need to do is check the winning icon under the bottle caps for these amazing prizes!

Back by popular demand for the third consecutive year, there will be 103 sessions of Carlsberg’s “Probably The Best CNY Shopping Experience – You Shop, Carlsberg Pays!” set to be held at participating supermarkets and hypermarkets on 30 December 2018 and 5, 6, 12, 13, 19, 20, 21, 24, 26 and 27 January 2019. Consumers who buy any Carlsberg Malaysia products worth RM200 can stand a chance to win the Grand Prize of having your groceries

worth up to RM 800 all-paid-for by Carlsberg. That's not all. You can also look out for other fabulous prizes like FREE BEERS up for grabs!

Try your luck now and visit the nearest AEON, AEON BiG, Billion, City Grocer, Cold Storage, Everrise, Giant, HeroMarket, Nirwana, Pacific, Servay, Sunshine, Ta Kiong, Tesco, TF Value-Mart, The Store and Tunas Manja for these amazing promotions!

For all you Mahjong fans, own a Mahjong set by only topping up RM88 when you buy two cartons of Carlsberg or Carlsberg Smooth Draught AND one carton of Somersby (any variant) OR one carton of Kronenbourg 1664 Blanc. Also, look out for the limited-edition cooler bags when you buy four sets of 4-can OR 4-bottle packs of Carlsberg Malaysia's premium brew i.e. Somersby Apple/Blackberry/Elderflower Lime/Rosé, Kronenbourg 1664 Blanc and Asahi Super Dry!

Or, head down to Tesco that is giving away FREE Mahjong sets when you buy RM600 worth of Carlsberg Malaysia products.

Getting your supply from 7-Eleven? Stand to win an Electronic Mahjong Table OR take home a RM100 Ang Pau when you spend RM20 and above worth of Carlsberg, Carlsberg Smooth Draught, Kronenbourg 1664 Blanc, Somersby Apple and Blackberry.

Like a freebie? Try 99 Speedmart which is running promotions throughout the month of January where consumers can get a FREE can of premium cider Somersby from 1<sup>st</sup> to 15<sup>th</sup> January 2019; and a pack of Ang Pau packet from 16<sup>th</sup> to 31<sup>st</sup> January 2019 when they buy 1 carton of Carlsberg OR Carlsberg Smooth Draught.

"Prosperity Begins With A POP!" at bistros, restaurants and pubs when you enjoy Carlsberg or Carlsberg Smooth Draught and get a deck of playing cards. Make sure to check out the deck to see if you've won a RM100 beer voucher!

Start enjoying Carlsberg and Carlsberg Smooth Draught NOW and take advantage of these abundant and fantastic offers to celebrate a vibrant and happy Lunar New Year!

For more info and terms and conditions, check out [www.facebook.com/CarlsbergMY](https://www.facebook.com/CarlsbergMY) or visit [www.probablythebest.com.my](http://www.probablythebest.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:

**May Ng**

**Senior Executive, Corporate Communications & CSR**

**03 - 5522 6404**

[may.yk.ng@carlsberg.asia](mailto:may.yk.ng@carlsberg.asia)

**Koh Kian Mei**

**Senior Brand Manager, Carlsberg brand**

**03 - 5522 6340**

[kianmei.koh@carlsberg.asia](mailto:kianmei.koh@carlsberg.asia)

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

新闻稿 40/2018  
2018 年 12 月 30 日

## **Carlsberg 瓶罐四色彩装迎来新年 ‘鸿运当头，一 POP 万赢’ 过个金猪大肥年！**

**一年之计始于 POP，新一年让大家“鸿运当头，一 POP 万赢”，把电子麻将桌、限量版麻将牌、100 元现金红包及独家冷藏袋等都赢回家！**

**莎阿南 30 日讯** – 为了增添新年的旺气，马来西亚 Carlsberg 集团特别推介“鸿运当头，一 POP 万赢”的活动，让全国消费者获得更多机会一赢再赢，把新年大礼带回家。今年 Carlsberg 瓶盖及罐装就披上了四种幸运颜色，让啤酒爱好者在畅饮 Carlsberg 和 Carlsberg 顺啤之余，还可以赢取丰富的新年大礼，包括自动麻将桌和现金红包！

马来西亚 Carlsberg 集团的旗下品牌让传统节日焕发了时尚气息，将 Carlsberg 与 Carlsberg 顺啤瓶装和 320 毫升罐装都分别换上大红、宝蓝、粉红、钴绿瓶盖及挂上披肩式的喜气设计，而各颜色也各别带着吉祥字眼：“福”、“喜”、“发”和“旺”，这一系列的时尚色系和吉祥字眼的搭配，也象征来临的猪年将是充满活力、多姿多彩的一年。

Carlsberg “鸿运当头，一 POP 万赢”是一项全国性活动，由今年 12 月 24 日开始至明年 2 月 17 日结束！

促销活动正在全国火热进行，别让机会溜过，马上畅饮 Carlsberg 和 Carlsberg 顺啤，即有机会赢取一台懂得自动洗牌的电子智能麻将桌，而且还附送两副麻将牌，一共有 100 套待你赢回家！此外，另备有限量版麻将牌、100 元现金红包及精美扑克牌等你领回去！但是，每次开瓶时，一定要留意检查瓶盖内垫，好运大礼就在里边。

正当全国忙着送狗迎猪办年货的同时，“堪称最佳新年购物体验——您购物，Carlsberg 支付”徇众要求，卷土重来，连续三年慷慨回馈啤酒爱好者。马来西亚 Carlsberg 集团将于 12 月 30 日、明年 1 月 5 日、6 日、12 日、13 日、19 日、20 日、21 日、24 日、26 日及 27 日，在参与的超级及霸级市场连办 103 场活动，以便为你购物买单。只要你购满 200 令吉的马来西亚 Carlsberg 产品，即自动获得参加资格赢取巨奖，让 Carlsberg 为你支付一购物车杂货，总额不超过 800 令吉。当然不止这些，还有许多丰富奖品等着你赢回去！

也许幸运之神就在你邻近的超市和霸级市场等着你，一定要光顾邻近的 AEON, AEON BiG, Billion, City Grocer, Cold Storage, Everrise, Giant, HeroMarket, Nirwana, Pacific, Servay, Sunshine, Ta Kiong, Tesco, TF Value-Mart, The Store 及 Tunas Manja 参加促销活动！

如果雀友们渴望得到一副限量版麻将牌，则只需购买两箱 Carlsberg 或 Carlsberg 顺啤加一箱任何口味的 Somersby 或一箱 Kronenbourg 1664 Blanc，再付 88 令吉即可获得这副珍贵的麻将牌。如果你相中了独家限量版冷藏袋，则只要购买马来西亚 Carlsberg 旗下的 4 瓶装或 4 罐装的精酿啤酒，包括 Somersby 苹果酒/莓果酒/接骨木花青柠/粉红气泡酒、Kronenbourg 1664 Blanc 及 Asahi Super Dry，即可获得你的心头好！

此外，你到 Tesco 购买马来西亚 Carlsberg 产品 600 令吉或以上，也可免费获得一副限量版麻将牌。

如果你常在 7/11 便利店购买啤酒，只要你购满 20 令吉或以上的 Carlsberg，Carlsberg 顺啤，Kronenbourg 1664 Blanc，Somersby 苹果酒或莓果酒即有机会赢走一台电子麻将桌或拿走 100 令吉红包！

想要得到赠品，到 99 Speedmart 也行，凡在 1 月 1 日至 15 日购买一箱 Carlsberg 或 Carlsberg 顺啤，即可免费获得一罐 Somersby 果酒；而于 1 月 16 日至 30 日购买，即送上一套精美限量版红包封。只在一月份，先买先得！

“鸿运当头，一 POP 万赢”也把好运带到酒吧、酒廊，当你和三五知己畅饮 Carlsberg 或 Carlsberg 顺啤，即可获得一副精美独家扑克牌，可别忘了检查这副好运扑克牌，里头或藏有一份 100 令吉的啤酒礼券。

今年就高举 Carlsberg 及 Carlsberg 顺啤迎接全新的一年，并让好运一年到头都发生，让大家过一个大肥年！

欲了解更多关于 Carlsberg 的新年促销、特备节目与活动，欢迎浏览 [www.facebook.com/CarlsbergMY](http://www.facebook.com/CarlsbergMY) 或浏览 [www.probablythebest.com.my](http://www.probablythebest.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:**

<b>May Ng</b>	<b>03 - 5522 6404</b>	<a href="mailto:may.yk.ng@carlsberg.asia">may.yk.ng@carlsberg.asia</a>
<b>Senior Executive, Corporate Communications &amp; CSR</b>		
<b>Koh Kian Mei</b>	<b>03 - 5522 6340</b>	<a href="mailto:kianmei.koh@carlsberg.asia">kianmei.koh@carlsberg.asia</a>
<b>Senior Brand Manager, Carlsberg brand</b>		

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.