

FOR IMMEDIATE RELEASE

Press Statement 2/2019

17 January 2018

Page 1 of 4

## **Sabahans Celebrate “Prosperity Begins With A POP!” in Vibrant Red, Blue, Pink and Green Ahead Of CNY!**

### **FREE groceries, attractive prizes and cash ang paus up for grabs with Carlsberg’s “Prosperity Begins With A POP!” CNY campaign!**

Kota Kinabalu, 17 January 2019 – Carlsberg wishes its consumers in Sabah an abundance of Prosperity (Fú), Happiness (Xǐ), Wealth (Fā) and Good Luck (Wàng) through its vibrant red, blue, pink and green colours found across its limited-edition festive packaging in Carlsberg and Carlsberg Smooth Draught big bottles and small cans.

At a launch ceremony in Giant Hypermarket City Mall, Kota Kinabalu, media and trade guests joined Carlsberg to usher in the New Year unveiling its promotional campaign “Prosperity Begins With A POP!” currently held nationwide which commenced on 24th December 2018 and runs till 17th February 2019.

“Proud to be in the forefront of innovation, we celebrate this CNY with not just one colour – red but three, adding vibrant blue, pink and green - to Carlsberg and Carlsberg Smooth Draught bottles and cans, giving a modern twist to the four Chinese greeting messages of Prosperity, Happiness, Wealth and Good Luck!” said Gary Tan, Sales Director, as he ‘popped’ a Carlsberg Smooth Draught to officially launch the campaign.

Carlsberg’s “Prosperity Begins With A POP!” CNY campaign includes ongoing activities and promotions carried out across pubs, restaurants, food courts, coffee shops, convenience stores as well as super-and-hypermarkets.

For the first time, Carlsberg brings to Sabah “Probably The Best CNY Shopping Experience – You Shop, Carlsberg Pays!” where consumers who spend RM200 on Carlsberg products will get to participate and stand a chance to win FREE groceries worth RM800 all paid for by Carlsberg! There are also other fabulous prizes like FREE BEERS up for grabs!

“We’re glad to introduce *Probably The Best CNY Shopping Experience – You Shop, Carlsberg Pays* for the first time to Sabahans. To reward beer lovers, all they need to do is buy any Carlsberg Malaysia products worth RM200 and they stand a chance to win the Grand Prize of RM800 worth of groceries all paid for by Carlsberg or other fantastic prizes!”, Gary added.

The first ever Probably The Best CNY Shopping Experience which kicked off at Giant Hypermarket City Mall saw happy shoppers walking home winning great prizes! Head over

to Everrise Imago (Jan 19), Servay Hypermarket Penampang (26 Jan) and City Grocer Suria Sabah (Jan 27) and get lucky as the activation takes place between 12pm to 3pm only!

Also up for grabs are Grand Prizes consisting of electronic mahjong table sets that auto shuffles and sorts game tiles that comes in two sets for convenience and hassle-free enjoyment, limited edition mahjong sets, RM100 cash ang paus and playing cards. Just check the icon under the bottle caps when enjoying Carlsberg and Carlsberg Smooth Draught big bottles at participating coffee shops and food courts to win.

Enjoy Carlsberg or Carlsberg Smooth Draught at bistros, restaurants and pubs to get a deck of playing cards that could win you a RM100 beer voucher!

Guests captured their best shots to personalise e-greeting cards to send to their friends and family this CNY and enjoyed Chinese delicacies paired with Carlsberg and Carlsberg Smooth Draught.

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 T&C, check out [www.facebook.com/CarlsbergMY](http://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:**

<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.

供即时发布

新闻稿 2/2019  
2018 年 1 月 17 日

## **换上新装，穿红戴绿，披蓝挂粉红过早年，沙巴人 迎来“鸿运当头，一 POP 万赢！”！**

**Carlsberg “鸿运当头，一 POP 万赢！” 新年促销为风下之乡带来了  
免费年货、丰富奖品，还有丰厚现金红包！**

**亚庇 17 日讯** – Carlsberg 今年推出了 Carlsberg 与 Carlsberg 顺啤瓶与罐装的限量版春节包装，穿红戴绿，披蓝挂粉红，以耀眼的四种时尚色彩向沙巴子民拜年，祝贺沙州全民福喜发旺。

配合猪年的来临，Carlsberg 今日共邀媒体和商界嘉宾前往亚庇 Giant Hypermarket City Mall，出席“鸿运当头，一 POP 万赢！”新年促销活动推介礼共襄盛举。这项春节活动由去年 12 月 24 日开跑，并将持续至 2 月 17 日。

销售总监陈森宦为推介礼主持 Carlsberg 顺啤 POP 开仪式时说：“我们很高兴能一直引领革新，而在创新之下，大红也不再是迎接新年的唯一颜色，我们今年另增三种鲜艳色彩，即宝蓝、粉红和钴绿，再配上四个极富吉祥寓意的字眼“福、喜、发、旺”，令 Carlsberg 和 Carlsberg 顺啤的瓶装和罐装更为突出、耀眼！”

进行中的 Carlsberg “鸿运当头，一 POP 万赢！”新年促销活动，横跨酒廊、餐厅、美食中心、咖啡店、便利店、超市及霸市。

这一次，也是 Carlsberg 第一次把“堪称最佳新年购物体验 – 您购物，Carlsberg 支付！”活动带到东马。消费者只需要购买 RM200 的 Carlsberg 产品即可参加，并有机会赢取巨奖，即由 Carlsberg 替您支付价值高达 RM800 的年货及其他丰富奖品！

破天荒在沙巴上演的堪称最佳新年购物体验，已经在亚庇路阳的 Giant 霸市进行了第一场，并已有多名幸运购物者先拔头筹，把大奖捧回家了！下一场的举行地点为 Everrise Imago (1 月 19 日)、兵南邦 Servay 霸市 (1 月 26 日) 及沙巴 City Grocer Suria (1 月 27 日)，幸运的 POP 时段皆为中午 12 时至下午 3 时，赶快，先 POP 为快！

陈森宙补充说：“我们也很高兴第一次把‘堪称最佳新年购物体验 – 您购物，Carlsberg 支付’带到东马来，衷心在这个新年回馈沙巴啤酒爱好者。凡购满 200 令吉马来西亚 Carlsberg 产品，即有机会赢取价值 800 令吉，由 Carlsberg 支付的年货，以及其他丰富奖品。”

其他待您赢回家的超炫大奖，是一台懂得自动洗牌的电子麻将桌，让您省了洗牌和叠牌的工夫，令牌兴更高。此外，还有限量版的麻将牌、RM100 现金红包及扑克牌。当您在参与的咖啡店及美食中心畅饮 Carlsberg 及 Carlsberg 顺啤时，务必检查瓶盖，好运大礼就在里边。

“鸿运当头，一 POP 万赢！”促销也延申至酒吧、酒廊及餐厅畅饮，当您在参与销售处畅饮 Carlsberg 或 Carlsberg 顺啤时，将获得一副扑克牌，您也要记得检查该副扑克牌，也许一张 RM100 啤酒礼券就属于您！

就趁过年之际欢聚共饮 Carlsberg 和 Carlsberg 顺啤，齐迎“鸿运当头，一 POP 万赢！”

关于更多详情及条规，请浏览 [www.facebook.com/CarlsbergMY](http://www.facebook.com/CarlsbergMY) 或 [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	03 - 5522 6404	<a href="mailto:may.uk.ng@carlsberg.asia">may.uk.ng@carlsberg.asia</a>
Senior Executive, Corporate Communications & CSR	016-913 3235	
Koh Kian Mei	03 - 5522 6340	<a href="mailto:kianmei.koh@carlsberg.asia">kianmei.koh@carlsberg.asia</a>
Senior Brand Manager, Carlsberg brand		

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.