

FOR IMMEDIATE RELEASE

Press Statement 22/2019

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Page 1 of 4

## Carlsberg Introduces New Look for the Same Great Brew

Probably The Best Beer In The World gets a refreshed identity together with new beer-enjoyment experience improvements and exciting consumer promotions in July

**SHAH ALAM, 8 July 2019** – Carlsberg, now with a new look yet keeping its signature same great brew, hits the street this July. Beer lovers can look forward to *Probably The Best Beer In The World* which now comes with practical betterments to deliver an even better beer enjoyment experience!

Carlsberg's refreshed Danish inspired brand identity, which balances simplicity with contemporary design, is applied across its products, packaging, communications, visibilities and amenities to deliver a better beer experience for all beer lovers.

The brand's new look and feel is most visible on its packaging, coupled with practical improvements, that sees a new Fresh Cap on Carlsberg bottles, the same great brew served in premium-looking stem glasses, and cans that come in Easy-to-Open packs. These "betterments" are a result of Carlsberg's efforts and belief in constant improvement and refinement in progressive pursuit of better beer. *Probably The Best Beer in the World* just keeps getting better!

Ted Akiskalos, Managing Director of Carlsberg Malaysia, commented, "At Carlsberg, we care about how our beer is made and enjoyed, a constant 'pursuit of better' inspired by our founder J.C. Jacobsen throughout our history of more than 170 years. From our yeast and barley to our packaging and glassware, we believe it must always be possible to do things better, hence the introduction of a new look and feel for Carlsberg that represents our ongoing commitment to do so."

"Loyal Carlsberg drinkers can rest assured that while the brand looks modern and new, our beer is still brewed with the same natural ingredients and same attention to quality that gives Carlsberg that same great taste. Carlsberg just keeps getting better with its new look, but same great brew!" added Akiskalos.

Carlsberg is also out to reward its fans with a nationwide consumer promotion from July to September, allowing them the opportunity to win the chance to become *Probably The Best Beer Master!* Not only are winners entitled to an all-expenses-paid trip to the Carlsberg Malaysia's brewery, they also get to bring along a friend and go through an informative Art of Beer session

towards being *Probably The Best Beer Master* that comes with a certificate upon completion. Best of all, winners get to enjoy one year's supply of free Carlsberg.\*

For Carlsberg bottles enjoyed at restaurants and coffeeshops, simply check the underside of the bottle cap for a chance to win the grand prize to be *Probably The Best Beer Master*. Consumers can also collect 24 bottle caps to get a limited-edition Carlsberg T-shirt, or 12 bottle caps to get one 320ml Carlsberg can. This promotion will run from 1 to 31 July 2019 in Peninsular Malaysia and 1 to 31 August 2019 in Sabah & Sarawak.

Between 1 to 31 August 2019, Carlsberg drinkers enjoying draught and bottled beer at participating bars, pubs and bistros will get gift cards for a chance to be *Probably The Best Beer Master*. They can also get a limited-edition Carlsberg T-shirt which comes in two collectible designs for every 10 gift cards collected. Meanwhile, every purchase of two bottles or cans of Carlsberg at convenience stores between 1 August to 30 September 2019 will also give consumers a chance to win simply by snapping and sending their receipt as a proof of purchase.

To learn more about Carlsberg's new look and feel, betterments and promotions, visit the brand's Facebook page at CarlsbergMY or check out [www.probablythebest.com.my](http://www.probablythebest.com.my).

\*12 cartons of 24x 320

*What are Carlsberg's new "betterments"?*

**FRESHER (更保鲜)**

For Carlsberg in bottles, we created a cleverly-designed Fresh Cap that removes oxygen from the headspace in the bottle. You get a fresher taste for 5x longer!

**BETTER (更优良)**

The new Carlsberg stem glasses come engraved with a hop leaf-shaped nucleation stamp at the bottom, which generates more foam, helping to retain the aroma for longer.

**EASIER (更方便)**

For Carlsberg in cans, we improved the pack with an Easy to Open feature, allowing consumers to open a 6-can pack of Carlsberg in no time!

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## Carlsberg 变装，形象焕然一新，口味清爽依旧

堪称全球最佳啤酒形象蜕变，更换一新，口味清爽依旧，带来全新啤酒体验改良，更精彩的份促销活动

莎阿南 5 日讯 – 7 月伊始，Carlsberg 形象进行大蜕变，但依然保留其原有的清爽口味。堪称全球最佳啤酒如今也带来连串的体验改良，为啤酒爱好者提供更好的啤酒体验和享受！

丹麦品牌 Carlsberg 的全新形象体现了现代简约设计风格，这种风格也贯穿了产品、包装、广告宣传、视觉设计之上，以便为所有啤酒爱好者带来更好的啤酒体验。

秉承 Carlsberg 的精益求精的精神，品牌所做的连串优化升级，令它形象一新，感觉新鲜，都一一跃然于包装之上，再配合连串的体验改良，诸如为 Carlsberg 瓶戴上更保鲜的‘锁鲜瓶盖’，更优良的酒杯以及更方便及容易打开的罐装包装，连串的改进已将堪称全球最佳啤酒进化成更好的啤酒！

马来西亚 Carlsberg 集团董事经理泰德艾天赐说道：“我们 Carlsberg 不断改进，精益求精，体现锲而不舍追求高品质啤酒的精神，一直致力于酿造最佳品质产品和提供最高享受。这也是我们企业创办人杰克布森（J.C. Jacobsen）精神在超过 170 多年的悠久历史中的一种传承，由酿酒酵母、大麦至包装及酒杯，我们都坚持做到最好，这也是此次再造新形象，重塑新感觉的由来，它亦体现了品牌的一种中坚不移之承诺。”

艾天赐补充说：“忠实的 Carlsberg 爱好者大可放心，虽然品牌形象时尚新颖，但啤酒的酿造依然采用同样的天然原料，同样用心打造的品质，酿造出同样的 Carlsberg 好滋味。Carlsberg 精益求精，追求更好，虽形象焕然一新，但口味清爽依旧！”

Carlsberg 也将通过 7 月至 9 月份的各项全国促销活动，大力回馈全国的粉丝，让他们有机会夺下成为堪称最佳啤酒大师的资格！赢奖者不但可以为自己赢得费用全包的旅程，也可带同一位朋友，一齐前往参加可增长见闻的啤酒艺术课程，以成为堪称最佳啤酒大师，完成课程者将获得证书，不仅如此，优胜者还可以获得一年免费供应 Carlsberg。\*

凡在餐厅及咖啡店享饮瓶装 Carlsberg 的消费者，也要留意瓶盖内垫，别错失赢取大奖成为堪称最佳啤酒大师的机会。若获得附有红圆圈的瓶盖，即赢取成为堪称最佳啤酒大师了！凡收集 24 个附有青圆圈的瓶盖，即可获得限量版 Carlsberg polo T 恤，或收集 12 个附有青圆圈的瓶盖，即可获得一罐 320 毫升 Carlsberg。半岛的此项促销期由 7 月 1 日至 31 日，沙巴及砂拉越促销期由 8 月 1 日至 31 日，或存货送完即止。

Carlsberg 爱好者凡于 8 月 1 日至 31 日，在参与的酒吧及酒廊享饮生啤及小瓶装啤酒，即可获得一张礼卡，一个成为堪称最佳啤酒大师的机会。而每收集 10 张礼卡，即可兑换一件限量版 Carlsberg T 恤，共有两款设计。与此同时，凡于 8 月 1 日至 9 月 30 日在便利店购买两瓶或两罐 Carlsberg 的消费者，只需拍下购买收据及由 WhatsApp 发送，即有机会赢奖。

欲了解更多关于 Carlsberg 的新形象，体验改良及促销，请点阅品牌的脸书粉丝专页 CarlsbergMY 或登录 [www.probablythebest.com.my](http://www.probablythebest.com.my).

\*12 箱 24x 320ml 罐装 Carlsberg

*Carlsberg 的最新“体验改良”是什么？*

**FRESHER (更保鲜)**

为瓶装 Carlsberg 特别设计的“保鲜盖”，能吸收瓶子顶部空间的多余氧气，并保住啤酒新鲜度高达 5 倍！

**BETTER (更优良)**

全新 Carlsberg 酒杯底部刻上了特制图章并能产生源源不断的气泡，同时拥有产生持久啤酒泡沫特殊功能，而更多细腻泡沫可锁住并延长啤酒香气。

**EASIER (更方便)**

至于罐装 Carlsberg，其包装升级为易拉装，让消费者可以更方便及轻松地打开 6 罐装 Carlsberg 包装！

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