

FOR IMMEDIATE RELEASE

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Carlsberg Just Keeps Getting Better!

Probably The Best Beer In The World gets a refreshed identity and practical betterments reflecting more than 170 years of heritage and its constant Pursuit of Better

PETALING JAYA, 23 August 2019 – Carlsberg – *Probably The Best Beer In The World* – now comes with a new, modern look and practical betterments to deliver an even better beer enjoyment experience!

At the grand launch at Marimbar, Carlsberg officially unveiled Carlsberg’s refreshed Danish-inspired brand identity, balancing simplicity with contemporary design, applied across its products, packaging, communications, visibilities and amenities to deliver a better experience for all beer lovers.

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, and this new look and feel for Carlsberg represents our ongoing commitment to do so.”

Carlsberg’s “pursuit of better” has been encapsulated in the brand’s iconic history of 172 years since its establishment in Copenhagen, Denmark. The brand counts numerous ground-breaking milestones in its efforts to elevate the art of brewing, starting most notably with the establishment of the Carlsberg Laboratory in 1875 focusing on perfecting malting, brewing and fermentation.

The Carlsberg Laboratory’s scientific research led to the development of the world’s first pure yeast strain – *Saccharomyces carlsbergensis* – by Carlsberg Laboratory scientist Emil Christian Hansen in 1883, a discovery which changed the face of modern brewing, as well as the pH scale by S.P.L. Sorensen in 1909 which is still used today. The laboratory continues to further the fields of chemical and genetic research that contribute toward its quality ingredients and improved brewing processes in its operations throughout the world.

“This year, we celebrate the 50th anniversary of our establishment in Malaysia and are proud to brew Carlsberg to the same international standards in our Shah Alam brewery. While the brand looks modern and new today, 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.



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The brand's new look and feel is most visible on its packaging, coupled with three 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!

Carlsberg's new Fresh Cap employs a cleverly designed scavenger liner that removes oxygen from the headspace in the bottle, so you get fresher taste up to five-times longer in Carlsberg's bottled beer.

On the other hand, Carlsberg's new glass features a bowl-shaped design and tapered head for a smoother pour, coupled with a stemmed chalice design and embossed details that make for a premium feel. What sets Carlsberg's new stem glass apart from the rest is the laser-etched, hop leaf-shaped nucleation stamp at the bottom of the glass. The nucleation stamp creates many little pits and peaks where bubbles can form, generating more tiny bubbles that rise to the top. Because the bubbles continually replenish the foam (head), the beer maintains its head for significantly longer, which in turn helps retain the aroma of the beer, thus delivering a better beer experience.

For consumers who purchase Carlsberg cans, you can now open a 6-can pack of Carlsberg in next to no time with the Easy-to-Open perforated shrink wrap, allowing you to enjoy Probably The Best Beer In The World with ease and convenience without the need for a sharp object or worrying about sore fingers to pry open the pack.

Besides being able to enjoy a better beer experience, consumers will be delighted to know that they will also be minimising the environmental impact while enjoying Carlsberg products with new sustainable packaging initiatives introduced.

Carlsberg is going greener with its switch to Cradle to Cradle Certified™ silver ink that is produced using renewable energy across its bottle labels. The ink helps improve the recyclability of packaging.

Carlsberg Malaysia is also the first Carlsberg market in the world to pioneer the use of a new wax emulsion coating on its refillable glass bottles which helps to double its lifetime. The coating reduces scuffing which extends the bottles' longevity, allowing them to look new and scratch-free for longer, reducing the need for bottles to be taken out of circulation for recycling.

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.

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Carlsberg 精益求精，追求更好!

堪称全球最佳啤酒形象蜕变焕然一新，全新啤酒体验改良，尽显 170 余年的深厚文化及坚持求好的精神

八打灵再也 8 月 23 日讯 – 堪称全球最佳啤酒 Carlsberg 重塑形象及全面升级，以崭新时尚风貌与全新啤酒体验面市！

Carlsberg 在 Marimbar 举行一项盛大仪式隆重推介 Carlsberg 崭新‘丹麦风’的品牌形象，整体设计糅合了现代简约风格，并施诸于产品、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。

马来西亚 Carlsberg 集团董事经理泰德艾天赐说：“我们 Carlsberg 精益求精，现锲而不舍追求高品质啤酒的精神，亦是我们在 170 多年历史中，对创办人杰克布森 (J.C. Jacobsen) 精神的一种传承。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。”

自 172 年前在丹麦哥本哈根创立以来，Carlsberg 之“精益求精”理念已深深扎根在品牌。为了让酿酒艺术昇华，品牌也取得了多项具有里程碑意义的突破，尤其是 1875 年成立了 Carlsberg 实验室，用来研究制麦、酿造及发酵过程。

Carlsberg 实验室的科学家 Emil Christian Hansen 于 1883 年成功开发了世界上最纯的酵母菌株，称为 *Saccharomyces carlsbergensis*，彻底颠覆了现代啤酒酿造理念，而 S.P.L. Sorensen 于 1909 年发明的酸碱 pH 值亦沿用至今。Carlsberg 实验室不断进行的化工及基因研究也带来了巨大贡献，不仅提升了原料的素质，亦推进了其全球啤酒酿造过程。

艾天赐补充说：“今年正值我们在马来西亚成立 50 周年，我们便以一贯的国际标准在此酿造 Carlsberg。尽管今天它的形象焕然一新，充满时尚感，但所采用的原料依然是最天然的，同样匠心酿造，因此，它仍然能保持着 Carlsberg 的原来口味，这正体现了 Carlsberg 形象焕然一新，口味清爽依旧！”

品牌的新形象，新感觉，跃然于产品包装之上，配以三项改良升级，即 Carlsberg 瓶装的锁鲜瓶盖、全新的酒杯及罐装的易开包装，体现堪称全球最佳啤酒 Carlsberg 精益求精，致力于酿造最佳品质产品和提供最高享受！

Carlsberg 特别设计的“保鲜盖”锁鲜瓶盖，可以消除瓶内多余氧气，并且保持啤酒新鲜口感，高达五倍更耐久。

与此同时，Carlsberg 推出的全新酒杯，杯口呈锥形，杯体现碗形，令倒酒能更顺势，再加上杯底精雕细琢之圣杯式设计风格，令其高雅精致感显露无遗。Carlsberg 全新酒杯最独特之处，就是杯底有个激光刻印的啤酒花型图章，使它在众杯酒中一枝独秀。而杯底的这个图章亦具有特殊功能，它能让杯中啤酒产生持久啤酒气泡，让不断上升地细腻气泡添补并保持杯口泡沫头，锁住并延长啤酒香气，带给人们更高啤酒享受。

至于享受罐装 Carlsberg 的消费者，以后再也不必找尖锐物或冒手指伤害之险硬扯 Carlsberg 6 罐包装经，罐装的收缩包装经过改良后，如今拥有更微细的穿孔，让你可以轻将塑料包装拉开，更轻易地畅饮堪称全球最佳啤酒。

由于 Carlsberg 产品用上可持续性包装材料，因此，消费者在欢饮 Carlsberg 产品时，不仅可享受更好的啤酒体验，亦能够协助环保，降低对环境冲击。

Carlsberg 推行绿色政策，改用循环经济产品认证 (Cradle to Cradle Certified™)，利用再生能源生产的银墨印制瓶子的标签，促进包装品的循环再用。

马来西亚 Carlsberg 集团也是世界首个 Carlsberg 市场，在其可充装瓶子采用蜡乳液镀膜，以双倍延长瓶子使用期。此镀膜可降低瓶身磨损，延长瓶子寿命，让它历久弥新，延长瓶子循环再用的期限。

欲了解更多关于 Carlsberg 的品牌新形象，新感觉，升级改良及促销活动，请登录脸书专页 CarlsbergMY 或浏览 www.probablythebest.com.my。

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