



Connor's 'Perfect Pour' Challenge Is Back, Bigger and Better!

Learn the art of brewing a stout 'Just Made Right', pour the perfect pint and win FREE Connor's and other exclusive merchandise

Shah Alam, 17 September 2019 – Connor's Stout Porter, Malaysia's premium draught stout continues to entice the taste buds of stout lovers with a bigger and better challenge. Upping the ante for the second time this year, Connor's Perfect Pour Challenge aims to challenge even more stout drinkers throughout September.

This campaign is a comeback of its Perfect Pour Challenge early March this year where 15,000 stout drinkers taking up the challenge and 98% of them expressed their love for Connor's! Catch the crafty and cool Connor's booth and truck at more than 50 locations nationwide covering Klang Valley, Ipoh, Penang and Johor this month.

To date, we have seen stout lovers immersing themselves in a bigger and better Connor's Perfect Pour Challenge! Consumers had the opportunity to see, smell and touch the quality, premium ingredients used to brew Connor's which are caramel malt, lager malt, brown malt, roasted barley. Upon learning the art of brewing Connor's, excited fans got to pour their perfect pint and savour a stout 'Just Made Right'. All challengers got to walk away with exclusive Connor's merchandise via the sure win "Spin & Win" game!

Two more weeks to go and you too can take up the Connor's Perfect Pour Challenge! Catch us at Pavilion KL @ Connection Level 3 every day 4pm to 10pm; and 4pm to 12am on Fridays and Saturdays; or visit www.connorschallenge.my for upcoming locations.

Last year, Connor's unbranded stout challenge where consumers were given a blind taste test and a multisensory experience, was a resounding success with 96% consumers who loved Connor's! The campaign clinched awards at the Loyalty & Engagement Awards 2019 by Marketing Magazine for Best Customer Experience with a Silver, Best Use of Experiential/Live Marketing with Gold and Best Use of Direct Marketing with a Silver.

So, hurry and take up the challenge from now till end September! Follow Connor's Malaysia on Facebook at www.facebook.com/ConnorsMY or check out www.connorschallenge.my.

About Connor's Stout Porter

Introduced to the Carlsberg portfolio back in 2009, Connor's Stout Porter is a recipe recreated by our Master Brewer inspired by the original Stout Porter, in draught, delivering the same perfect balance of bitterness and robustness that made it a popular choice among the British in the 1700's. Locally brewed to preserve its freshness, Connor's Stout Porter delivers a crisp texture, creamy head and gentle roasted undertones – a brew just made right for the everyday drinker.

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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 investment 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. Find out more at www.carlsbergmalaysia.com.my

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Connor's '完美斟酒' 挑战回归，而且更大型更精彩！ 认识 '完美均衡，恰到好处' 的黑啤酿造艺术，完美斟杯酒，即可赢取免费 Connor's，还有其他独家周边商品

莎阿南 17 日讯 – 马来西亚的优质黑啤酒 Connor's Stout Porter 延续其 3 月举行的完美斟酒挑战，再度于 9 月展开这项挑战，而且做得更大型更精彩，继续挑动黑啤爱好者的味蕾。今年初，一共有 15,000 名黑啤爱好者参与挑战，其中 98% 的挑战者都表示喜爱 Connor's 的口味！

今年 9 月展开的第二场 Connor's 完美斟酒挑战则加码，以迎接更多黑啤爱好者前来挑战。为此项挑战而设计的灵巧、酷炫展亭与卡车将驾临全国，包括巴生谷、怡保、檳城及柔佛等地的 50 多个据点，恭候黑啤爱好者前来接受挑战。

9 月伊始，便有许多黑啤爱好者闻风而至，踊跃参与更大型更精彩的 Connor's 完美斟酒挑战！消费者更有机会望、闻及摸用于酿造 Connor's，经过严格筛选的原料，即焦糖麦芽、啤酒麦芽、棕色麦芽及炭烤麦芽。认识了 Connor's 的酿造艺术之后，即可完美斟一杯，品尝它完美均衡，恰到好处的口感。所有挑战者亦可通过必赢的“转即赢”游戏赢取独家 Connor's 周边商品！

你也可以在整个 9 月份，每天下午 4 时至晚上 10 时，或每逢周五及周六下午 4 时至午夜 12 时，前往吉隆坡柏威年 3 楼的 Connection 接受 Connor's 的完美斟酒挑战。

Connor's 去年展开的匿名品牌挑战，让消费者进行盲品测试与感官体验，成功征服了其中 96% 接受挑战者。这项活动也赢得了 Marketing Magazine 的 2019 忠诚及互动奖之最佳消费者体验银奖、最佳测试/现场行销金奖及最佳直销银奖。

趁 9 月结束前，赶紧抓住机会参加这项挑战！欲了解来临 Connor's 完美斟酒挑战的全国各地，请跟随马来西亚 Connor's 脸书 www.facebook.com/ConnorsMY 或浏览 www.connorschallenge.my。

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