

FOR IMMEDIATE RELEASE

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DOUBLE CHEERS DOUBLE WINNINGS THIS CNY FOR 600 WINNERS OF 3-LITRE CARLSBERG BOTTLE

Carlsberg rewards beer lovers double prosperity with chances to take home limited-edition gigantic Carlsberg bottle, and other exciting prizes!

Kuala Lumpur, 10 January 2020 – Ushering the year 2020 with double prosperity, Carlsberg unveiled its Chinese New Year (CNY) campaign ‘Double Cheers. Double Winnings.’ offering consumers chances to double-up their rewards to win a limited-edition gigantic 3-litre Carlsberg bottle, Carlsberg Smart Mini Bar and many other interesting prizes this festivity!

Inspired by the Chinese saying that good things come in pairs and following the unique occurrence of the year 2020, Carlsberg craftily illustrates the art of red paper cutting featuring ‘fish’ to symbolise abundance and ‘lion dance’ for prosperity on all Carlsberg and Carlsberg Smooth Draught CNY festive cans and bottles.

Held at Plaza Arkadia, Desa Park City, Carlsberg brought to life ‘Double Cheers. Double Winnings.’ in true festive spirit to more than 350 media and trade partners by a lively acrobatic lion dance performance and Probably The Best Yee Sang toss as they paired quality brews of Carlsberg Malaysia with a variety of steamboat and grilled BBQ skewers.

To elevate the concept of double, Managing Director Stefano Clini said in an opening speech, “Carlsberg wishes our beer lovers double prosperity in this Lunar New Year with our rewarding ‘Double Cheers. Double Winnings.’ promotion. Exciting and awesome prizes are up for grabs including the limited-edition gigantic 3-litre Carlsberg bottle and the 3-in-1 multi-function Carlsberg Smart Mini Bar, the perfect addition to CNY reunions and celebrations which will even double the happiness with your family and loved ones!”

Only available in Malaysia, Carlsberg is giving away more than 2,000 units of the 3-litre Carlsberg bottle this CNY. To date, more than 600 lucky winners have emerged following their purchases at participating supermarkets, hypermarkets, convenience stores, e-commerce sites; and for those who enjoyed our beers at participating bars, restaurants, coffee shops and food courts!

One of the lucky winners who will be doubling the happiness with his friends this CNY is 37-year-old Ernest Hoh who hails from KL. “I was out celebrating the New Year with a group of friends at Brewhouse Kuchai Lama enjoying Carlsberg. What a surprise that I won the 3-litre Carlsberg CNY bottle! I’ll be celebrating CNY at my friends’ place where we will pop the bottle to celebrate the winning,” said Hoh.

Invited guests and members of the public also had chances to take home the limited-edition 3-litre Carlsberg bottle via an interactive digital engagement game. Want to be a winner and bring home your very own Carlsberg bottle to double up the festivities this CNY? Head to participating coffee shops or food courts and check underneath the bottle caps for purchases of Carlsberg (640ml) or Carlsberg Smooth Draught (580ml) big bottles.

If you're stocking up on beers for that double cheers moment with friends and family, get rewarded with instant prizes including Carlsberg's elegant and sleek glassware and more! Grab your chances for a doubled winning when you Snap and Win your way to proudly own the limited-edition 3-litre Carlsberg bottle.

Back by popular demand, "Probably The Best CNY Shopping Experience" activations will be held at participating supermarkets and hypermarkets where Grand Prize winners walk home with groceries worth up to RM800 all paid for by Carlsberg! It was a good start ahead of the Lunar New Year for over 160 Grand Prize winners nationwide for their purchases of Carlsberg Malaysia products on top of their groceries. With only one last weekend to go, spread the good news with your friends and family and head to participating hypermarkets nationwide.

43-year-old Tee Kok Kiong was pleasantly surprised with a stroke of good luck when shopping at AEON BiG Subang. "It was completely unexpected for my wife and I that our grocery purchases of up to RM800 was all paid for by Carlsberg. It's great that Carlsberg rewards our beer purchases especially during a festive period like CNY," Tee rejoiced.

Gaining attention for its sleek and modernistic design at participating hypermarkets and convenience stores this CNY period is the Carlsberg Smart Mini Bar that boasts a modernistic design of a table equipped with a built-in fridge and is fitted with Bluetooth speaker and USB charger functionalities. Ease your worries of storing and chilling beer for perfect enjoyment during family reunions or festive open house sessions as the Carlsberg Smart Mini Bar can store almost 150 cans!

Want to get your hands on the Smart Mini Bar? Simply purchase 2 cartons of Carlsberg and/or Carlsberg Smooth Draught and 1 carton of 1664 Blanc, Somersby or Asahi at participating hypermarkets or purchase RM20 and above of Carlsberg Malaysia products at participating convenience stores to be eligible for the weekly draws with chances to win a Carlsberg Smart Mini Bar or a 1664 Blanc-branded Mini Chiller.

Come celebrate the CNY festivities in great spirit with the limited-edition 3-litre Carlsberg bottle, Carlsberg Smart Mini Bar and more while savouring Probably The Best Brews by Carlsberg Malaysia. You've heard and seen from these lucky winners, so what are you waiting for?

With only one more weekend to go, spread the word and seize this last opportunity where 'You Shop, Carlsberg Pays' this CNY! Join us at the following locations this weekend:

KLANG VALLEY		
Date	Outlet	Time
11-JAN-2020, SAT	TESCO SETIA ALAM	1-3pm
12-JAN-2020, SUN	AEON MID VALLEY	1-3pm
12-JAN-2020, SUN	BILLION SEMENYIH	1-3pm
12-JAN-2020, SUN	GIANT DESA PETALING	1-3pm
NORTHERN REGION		
Date	Outlet	Time
11-JAN-2020, SAT	BILLION JELAPANG	1-3pm
11-JAN-2020, SAT	SUNSHINE BAYAN BARU	1-3pm
12-JAN-2020, SUN	TF VALUE TELUK INTAN 1	1-3pm

12-JAN-2020, SUN	BILLION MANJUNG	1-3pm
12-JAN-2020, SUN	TF VALUE SERI MANJUNG 2	1-3pm
12-JAN-2020, SUN	GIANT BAYAN BARU	1-3pm
12-JAN-2020, SUN	BILLION SG PETANI	1-3pm
SOUTHERN REGION		
Date	Outlet	Time
11-JAN-2020, SAT	AEON PERMAS JAYA	1-3pm
11-JAN-2020, SAT	GIANT LEISURE MALL JB	1-3pm
11-JAN-2020, SAT	AEON TEBRAU CITY	1-3pm
SABAH		
Date	Outlet	Time
11-JAN-2020, SAT	CKS Hypermarket (Menggatal)	1-3pm
12-JAN-2020, SUN	SERVEY PENAMPANG	1-3pm
SARAWAK		
Date	Outlet	Time
11-JAN-2020, SAT	GIANT KUCHING (TABUAN JAYA)	1-3pm
12-JAN-2020, SUN	TA KIONG KUCHING	1-3pm

For more information on all ongoing CNY promotions or events, visit www.probablythebest.com.my or follow us on Facebook at www.facebook.com/CarlsbergMY.

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 beer was brewed by Carlsberg's founder J.C. Jacobsen in Copenhagen, Denmark in 1847 whilst the first locally brewed Carlsberg in Malaysia was in 1972. The Carlsberg portfolio in Malaysia includes the Carlsberg Danish Pilsner, Carlsberg Smooth Draught featuring the innovative POP cap and Carlsberg Special Brew.

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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. Approximately 600 people work for the Company, selling our products in a responsible manner and business managed sustainability.

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

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2020 年 1 月 10 日

600 名 3 公升 Carlsberg 酒瓶得奖者双饮双赢快乐赢鼠年

Carlsberg 大方回馈啤酒爱好者双赢机会把巨型 3 公升 Carlsberg 酒瓶带回家过年!

吉隆坡 10 日讯 – Carlsberg 推出“双饮双赢”迎接 2020 农历新年，让消费者在这个新年获得双倍丰收，有机会连庄得奖，可以赢取限量版巨型 3 公升、Carlsberg 智能迷你吧及其他丰富的奖品！

Carlsberg 从俗语好事成双及 2020 这对数字获得启示，利用中华剪纸技艺的对剪法，创出了寓意年年有余的双鱼图以及象征祈福送福的双狮图，这两个吉祥图都跃现在所有 Carlsberg 及 Carlsberg 顺啤的罐子和瓶子之上。

Carlsberg 在 Desa ParkCity 的 Plaza Arkadia 举行“双饮双赢”推介礼，让现场超过 300 名媒体及商业伙伴前都沉浸在浓浓的欢乐过年氛围中，全场一起观赏精彩舞狮表演，齐捞堪称最佳捞生，以及品尝美味碌碌串配马来西亚 Carlsberg 的佳酿。

董事经理葛利尼在开幕词中把‘双’的含义说得更到位，他说：“Carlsberg 通过新年‘双饮双赢’活动，双倍奖赏忠实的啤酒爱好者，让他们高唱奖励丰收。我们还有许多丰富奖品待送出，包括限量版巨型 3 公升 Carlsberg 酒瓶以及 3 合 1 多功能 Carlsberg 智能迷你吧，都是可以在团圆饭和新年聚餐大派用场的礼物，也能为家人带来双倍的节日喜庆气氛！”

Carlsberg 在这个新年独家派送的 3 公升 Carlsberg 酒瓶，全马来西亚限量 2000 樽。截至今日，全国参与促销的超市、霸市、便利商店、电商平台、酒吧、餐厅咖啡点及美食中心已经送出了超过 600 樽给名幸运儿！

其中一位幸运得奖者，现年 37 岁的吉隆坡 Ernest Hoh 与朋友欢聚小酌时得到幸运神的眷顾，他分享说：“我是在旧古仔的 Brewhouse 跟朋友进行新年欢聚，一开 Carlsberg 就赢得了这一樽 3 公升 Carlsberg 新年酒瓶，真是惊喜不已！我会在新年时前往朋友的住处‘pop’开这瓶酒庆祝一番。”

在推介礼现场，受邀嘉宾和公众人士也可通过互动数码游戏赢取这樽令人瞩目的限量版 3 公升 Carlsberg 酒瓶。凡是想以 Carlsberg 酒瓶把新年气氛推向高潮，消费者只要在参与促销的咖啡店或美食中心购买大瓶装的 Carlsberg (640 毫升)或 Carlsberg 顺啤 (580 毫升) 即可，但别忘了检查瓶盖底部。要饮才会赢，预备啤酒款待亲友，不但可以与亲友‘博感情’，而且即买即得精致奖品，包括高雅的 Carlsberg 酒杯！也别错失连庄得奖的机会，只需拍照即有机会赢取一樽限量版 3 公升 Carlsberg 酒瓶。

再度卷土重来的“堪称最佳新年购物体验”活动已经在各参与的超市和霸市热烈进行，不少幸运的购物者已成功赢走了价值 RM800 的年货，由 Carlsberg 全额支付！全国已经有超过 160 名幸运儿购买了马来西亚 Carlsberg 产品，开了新年好彩头，赢得了这份大奖。但是机会不等人，目前已经剩下最后一个周末可赢奖，请即刻与亲朋戚友分享这个喜讯，然后抓紧机会到全国参与的霸市采购。

43 岁的 Tee Kok Kiong 在梳邦的 AEON BiG 采购年货时就鸿运当头，他兴奋地说：“我和太太完全出乎预料之外，没想到采购年货及 Carlsberg 产品后，一车价值 RM800 年货一概由 Carlsberg 支付。新年购买啤酒得到 Carlsberg 大手笔回馈，的确是双喜临门。”

至于参与促销的便利商店，今年最引人瞩目的是一台充满时尚设计感的 Carlsberg 智能迷你吧。这台炫目 Carlsberg 迷你吧集多功能于一体，拥有内置冰箱、蓝牙扬声器及 USB 充电器，并可以冷藏多达 150 罐啤酒，让你不愁没有地方储放啤酒或没有冰爽啤酒招待聚餐的家人朋友！

想拥有这台智能迷你吧，方法很简单，只要在参与的霸市购买 2 箱 Carlsberg 及/或 Carlsberg 顺啤以及 1 箱 1664 Blanc、Somersby 或 Asahi；或者在参与的便利商店购买 RM20 以上的马来西亚 Carlsberg 产品，即获得资格参加每周抽奖，以赢取一台 Carlsberg 智能迷你吧或一台 1664 Blanc 品牌迷你冷藏箱。

让我们一起举杯畅饮马来西亚 Carlsberg 堪称最佳佳酿，同时赢取限量版 3 公升 Carlsberg 酒瓶、Carlsberg 智能迷你吧等奖品，过一个丰收的新年。

1 月 11 日及 12 日堪称最佳新年购物体验的活动地点如下：

你已经见证了幸运儿的得奖欢乐，别光看了，即刻把消息传出去，并抓紧最后的赢奖机会，在这个新年，你购物，Carlsberg 支付！请本周末动身到以下地点争取最后一赢！

巴生谷		
日期	销售处	时间
2020 年 1 月 11 日, 星期六	TESCO SETIA ALAM	1-3pm
2020 年 1 月 12 日, 星期日	AEON MID VALLEY	1-3pm
2020 年 1 月 12 日, 星期日	BILLION SEMENYIH	1-3pm
2020 年 1 月 12 日, 星期日	GIANT DESA PETALING	1-3pm
北马		
日期	销售处	时间
2020 年 1 月 11 日, 星期六	BILLION JELAPANG	1-3pm
2020 年 1 月 11 日, 星期六	SUNSHINE BAYAN BARU	1-3pm
2020 年 1 月 12 日, 星期日	TF VALUE TELUK INTAN 1	1-3pm
2020 年 1 月 12 日, 星期日	BILLION MANJUNG	1-3pm
2020 年 1 月 12 日, 星期日	TF VALUE SERI MANJUNG 2	1-3pm
2020 年 1 月 12 日, 星期日	GIANT BAYAN BARU	1-3pm

2020年1月12日, 星期日	BILLION SG PETANI	1-3pm
南马		
日期	销售处	时间
2020年1月11日, 星期六	AEON PERMAS JAYA	1-3pm
2020年1月11日, 星期六	GIANT LEISURE MALL JB	1-3pm
2020年1月11日, 星期六	AEON TEBRAU CITY	1-3pm
沙巴		
日期	销售处	时间
2020年1月11日, 星期六	CKS Hypermarket (Menggatal)	1-3pm
2020年1月12日, 星期日	SERVEY PENAMPANG	1-3pm
砂拉越		
日期	销售处	时间
2020年1月11日, 星期六	GIANT KUCHING (TABUAN JAYA)	1-3pm
2020年1月12日, 星期日	TA KIONG KUCHING	1-3pm

欲了解更多关于新年促销及活动, 敬请浏览 www.probablythebest.com.my 或跟随我们的脸书专页 www.facebook.com/CarlsbergMY。

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