

FOR IMMEDIATE RELEASE

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## CARLSBERG SMOOTH DRAUGHT INVESTS RM3.5 MIL IN COFFEE SHOP OPERATORS FOR SMOOTHER BUSINESS RECOVERY

3-month subsidy on utilities to 1,000 coffee shops and RM0.50 for every big bottle of Carlsberg Smooth Draught sold for all participating outlets to help get back on their feet

**SHAH ALAM, 8 May 2020** – Living up to its brand promise of being Probably The Smoothest Beer In The World, Carlsberg Smooth Draught offers smoother business resumptions for coffee shop operators with a RM3.5 million subsidy and promotion to smoothen traditional eateries' business recovery following the impact from Covid-19.

The fund is Carlsberg's pledge of solidarity and support towards the Malaysia Singapore Coffee Shop Proprietors General Association (MSCSPGA) by subsidising the utilities payment, up to three months, of 1,000 small and medium-sized coffee shop operators nationwide. In addition, the brewer while also run a price-off promotion that enables participating coffee shops to make higher profitability with every bottle of Carlsberg Smooth Draught sold.

From May to July, consumers can enjoy RM1 off on big bottles of Carlsberg Smooth Draught (580ml) at participating coffee shops, where Carlsberg will donate an additional RM0.50 per bottle sold to operators in hopes of increasing their profit margin for a smoother recovery towards the gradual lifting of the Movement Control Order (MCO).

Stefano Clini, Managing Director of Carlsberg Malaysia, said, "Coffee shops are integral to the local F&B market by serving thousands of Malaysians daily in their neighbourhoods and we are grateful for their support of our brands. This initiative is the result of collaboration and endorsement by the Malaysia Singapore Coffee Shop Proprietors' General Association (MSCSPGA) on how Carlsberg can help provide relief to low-income coffee shop operators who have been financially impacted by the Covid-19 outbreak."

"Taking a cue from Carlsberg Smooth Draught's 'smooth' brand identity, our investment of RM3.5 million intends to smoothen their recovery as business picks up by defraying their burden of fixed operating costs. Beer lovers can also play a part in supporting their local coffee shop or food court simply by enjoying RM1 off Probably The Smoothest Beer, where we pledge an additional RM0.50 to the operator for every big bottle of Carlsberg Smooth Draught sold," Clini added.

MSCSPGA president Datuk Ho Su Mong commented, "Following the Covid-19 pandemic and the MCO in Malaysia, coffee shop operators have suffered daily losses up to 30% as business has been more than sluggish. With Carlsberg Smooth Draught's efforts, we hope to see that this programme will help low-income operators to survive these difficult times. In fact, I'm

glad that Carlsberg has also helped to promote the list of participating F&B operators open for delivery and takeaway during the MCO period on social media.”

To support participating F&B outlets near you, check out the full list of eateries available for takeout or delivery here: [www.bit.ly/CarlsbergxRestaurantBars](http://www.bit.ly/CarlsbergxRestaurantBars).

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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](http://www.carlsbergmalaysia.com.my).

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## Carlsberg 顺啤资援 350 万予茶餐室业者，力助生意顺利复苏

全国共有一千家茶餐室可获得 3 个月水电费补贴，而每售出的大瓶装 Carlsberg 顺啤可获取额外 50 仙补贴

莎亚南 8 日讯 – 随着新冠病毒疫情蔓延，大部分茶餐室业者的生意也遭受影响。Carlsberg 顺啤秉持堪称全球最顺啤酒的品牌承诺，为茶餐室业者资援 350 万令吉的补贴，同时通过促销方式，力助生意顺利复苏。

马来西亚 Carlsberg 集团承诺支持马新咖啡茶业联合总会，共度疫情难关。此倡议将为全国一千家中小型茶餐室业者提供长达 3 个月的水电费补贴。与此同时，该酒商也在指定茶餐室开展 Carlsberg 顺啤降价促销，协助有份业者增加收入。

从今年 5 月至 7 月，消费者可到任何有参与此倡议的茶餐室，购买大瓶装的 Carlsberg 顺啤（580 毫升），即享有 1 令吉折扣。本集团也将为茶餐室业者每售出的大瓶装 Carlsberg 顺啤，捐赠额外 50 仙，希望能在行管令未解除的当下，助于茶餐室业者提高利润。

马来西亚 Carlsberg 集团董事经理葛利尼说道，“我们很感激茶餐室一直以来对我们的品牌有所支持，茶餐室每日为当地社区提供美味佳肴，它们在当地饮食市场扮演巨大角色。本集团在接获马新咖啡茶业联合总会的提议后，双方合作推出这项倡议，尽所能帮助遭受疫情影响的茶餐室业者，特别是低收入业者。”

葛利尼补充说，“Carlsberg 顺啤的品牌特征在于“顺”，我们所拨的 350 万令吉有意减轻业者的固定运营成本负担，协助他们顺顺利利复苏。饮酒者也可以伸出援手，在他们喜爱的茶餐室或美食中心购买堪称全球最顺啤酒，即享有 1 令吉折扣，而我们承诺为业者每售出的大瓶装 Carlsberg 顺啤补贴额外 50 仙。”

马新咖啡茶业联合总会总会会长拿督何子孟表示，“随着疫情蔓延，加上我国政府所落实的管制令，许多生意也开始下滑，而茶餐室业者受损高达 30%。我们相信 Carlsberg 顺啤的这番好意能助于低收入业者渡过困境。我也很庆幸该集团在社交平台上分享有份业者的名单，方便大众了解行管令期间有哪些茶餐室提供外送和打包服务。”

欲支持您喜爱的茶餐室，请登入 [www.bit.ly/CarlsbergxRestaurantBars](http://www.bit.ly/CarlsbergxRestaurantBars) 查看有参与此倡议的业者。

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