

FOR IMMEDIATE RELEASE

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## CARLSBERG SMOOTH DRAUGHT REFRESHES 'NEW LOOK' FOR AN EVEN SMOOTHER SENSATION!

Carlsberg Smooth Draught unveils “New Look, Same Smooth Brew” across its refreshed packaging and is now available on tap for a better drinking experience.

Shah Alam, 12 April 2021 – Carlsberg Smooth Draught unveils a brand-new modernistic look to create an even smoother drinking experience! In Carlsberg’s continuous pursuit of better, consumers can now enjoy a refreshed look and feel with the same great taste in the Danish-inspired local brew. The debut of Carlsberg Smooth Draught’s new look is now complete across its product family from cans, bottles and now even available on taps making this smooth liquid more accessible to consumers!

Staying true to its tagline – Probably The Best Beer in the World, Carlsberg’s constant pursuit of better is the driving force behind the refreshed identity of Carlsberg Danish Pilsner and Carlsberg Special Brew in 2019, and now for Carlsberg Smooth Draught. The brand’s new look spotted across its new packaging, visibilities, and amenities solidifying the premium-ness of its identity and freshness of the same smooth, great brew. The most innovative improvement is the scavenger liner to pull-off a “Fresh Cap” on Carlsberg Smooth Draught 325ml and 580ml bottles that removes oxygen from the headspace in the bottle to keep beers fresher for longer. This tiny detail creates a huge difference to drinking experience where consumer can taste fresher brew up to five times longer in bottled beers.

“Growing strong since its launch in 2016, Carlsberg Smooth Draught is best known to deliver a smooth sensation of a freshly tapped beer enjoyable anytime, anywhere. We are excited over its refreshed identity and practical innovations. Coupled with exciting consumer promotions, we are confident to further strengthen the brand awareness and boost sales similar to the success Carlsberg Danish Pilsner enjoyed when it had the same brand identity refresh exercise”, said Caroline Moreau, Marketing Director of Carlsberg Malaysia.

“We are very excited to have just launched Carlsberg Smooth Draught on tap exclusively at 28 outlets of The Brew House nationwide for 2 months. This product innovation just keeps getting better, and we will distribute it widely in starting June onwards to drive footfall at our affiliated F&B outlets”, added Moreau.

To celebrate its new look, Carlsberg Smooth Draught launches its consumer promotion in Peninsular Malaysia starting from 1<sup>st</sup> April till 31 May 2021. Get rewarded for your Carlsberg

Smooth Draught purchases at restaurants, coffeeshops, food courts, convenience stores and supermarkets.

From now till 31<sup>st</sup> May 2021, purchase Carlsberg Smooth Draught from supermarkets, hypermarkets and convenient stores and get rewarded with Touch n' Go eWallet Credits. For purchases on e-commerce platforms Shopee and Lazada, stand a chance to win Apple iPad 7<sup>th</sup> Generation (worth RM 1,849) or up to RM100 Touch n' Go eWallet Credits.

As for purchases at participating coffeeshops, and food courts from 19<sup>th</sup> April onwards, be sure to collect the Fresh Caps to redeem exclusive merchandise or Carlsberg Smooth Draught! Collect 24 bottle caps to redeem a limited-edition Carlsberg Smooth Draught 30" umbrella or 12 bottle caps to redeem a 320ml Carlsberg Smooth Draught can.

Elevate your enjoyment of a brew that is as smooth as freshly tapped beer with your buddies today over a cold Carlsberg Smooth Draught! Claim a free bottle (325ml) of Carlsberg Smooth Draught when you purchase two (2) buckets of Carlsberg Smooth Draught at participating bars or restaurants.

Visit [www.probablythebest.com.my](http://www.probablythebest.com.my) to find out more about promotions in-store. 'Like' and 'Follow' @CarlsbergMY on Facebook and Instagram for Carlsberg's latest activities and giveaways.

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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 顺啤形象焕然一新，带来更顺滑享受！

Carlsberg 顺啤亮相“形象焕然一新，口味顺滑依旧” 崭新包装，如今生啤也登场了，带来更好的饮酒体验。

（莎亚南 9 日讯）- Carlsberg 顺啤（Smooth Draught）亮相全新时髦形象，打造更顺滑的饮酒体验！Carlsberg 精益求精，追求更好，为消费者献上本地酿造的丹麦风味啤酒，带来崭新风貌和感觉，同时保持依旧好味，顺滑口感。初次登场的 Carlsberg 顺啤新形象如今完整涵盖其产品家族，除了罐装及瓶装，现在也包括生啤，让消费者更易接近这顺滑啤酒！

秉持“堪称全球最佳啤酒”的品牌标语，Carlsberg 在打造产品崭新形象背后有着不断精益求精的驱动力，于 2019 年 Carlsberg Danish Pilsner 及 Carlsberg Special Brew 登上崭新品牌形象，整体冠上现代简约设计，如今 Carlsberg 顺啤也一样。

该品牌的全新外观贯穿了包装、视觉设计等，以巩固其精致感及新鲜感，还有口感依旧顺畅的好味。最大创新点在于为 Carlsberg 顺啤 325 毫升及 580 毫升瓶装所特别设计的“保鲜盖”，它可消除瓶内多余氧气，更持久地保持啤酒新鲜口感。这小小的细节为饮酒体验带来大大的不同，它让瓶装啤酒保住高达五倍的新鲜度，喝下去口感更佳。

马来西亚 Carlsberg 集团市场总监柯诺琳（Caroline Moreau）表示：“自 2016 年强势登场，Carlsberg 顺啤的特点在于随时随地都能献上生啤般的顺滑享受。我们对它的崭新形象和实际创新充满兴奋。通过精彩的促销活动，我们有信心能够再提高品牌知名度和提升销量，并与 Carlsberg Danish Pilsner 当时推出形象改造运动一样取得好成绩。”

她补充：“我们对不久前推出的生啤版 Carlsberg 顺啤十分兴奋，并在全国 28 家 The Brew House 分店独家出售，为期 2 个月。这产品创新不断进步，我们也将从 6 月起广泛分销，为有关餐饮店带动人流。”

为了欢庆这新形象，Carlsberg 顺啤正在西马展开促销活动，于 2021 年 5 月 31 日截止。在餐厅、咖啡店、美食中心、便利店及超级市场购买 Carlsberg 顺啤，您可获得奖励。

从 2021 年 4 月 1 日至 5 月 31 日，在超级市场、霸级市场及便利店购买 Carlsberg 顺啤，并可获得 Touch n' Go eWallet 电子现金奖励。在网购平台 Shopee 及 Lazada 购买 Carlsberg 顺啤，您有机会赢取 Apple iPad（第 7 代）值 1,849 令吉 或高达 100 令吉的 Touch n' Go eWallet 电子现金。

从 4 月 19 日起，于参与此促销的咖啡店及美食中心购买 Carlsberg 顺啤时，记得收集“保鲜盖”以换取独家周边商品或 Carlsberg 顺啤！收集 24 个“保鲜盖”即可换取限量版 Carlsberg 顺啤 30 寸雨伞，收集 12 个“保鲜盖”即可换取一罐 320 毫升 Carlsberg 顺啤。

在参与此促销的酒吧或餐厅，购买 2 桶 Carlsberg 顺啤与好友享用生啤般的冰爽顺滑口感，即可换取一瓶免费 325 毫升 Carlsberg 顺啤。

浏览 [www.probablythebest.com.my](http://www.probablythebest.com.my) 以了解更多店内促销。在脸书及 IG 按赞跟随 @CarlsbergMY 以获知 Carlsberg 最新活动和好康。

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