

FOR IMMEDIATE RELEASE

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## #CelebrateResponsibly while dining out and drinking to support F&B business recovery

**Carlsberg Malaysia advocates no drink-driving with discounted rides for consumers and drives footfall to restaurants and bars amid business recovery**

**SHAH ALAM, 22 November 2021** – Drinking tonight? Let's plan ahead for a safe night out by leaving your car at home whilst enjoying free or discounted rides with five e-hailing and chauffeur-on-call partners. This year's #CelebrateResponsibly campaign is launched in tandem with the reopening of economic and social activities as Carlsberg Malaysia extends its support in driving footfall to food and beverages (F&B) outlets amid recovery from COVID-19 impacts.

Back for the 7<sup>th</sup> consecutive year, the brewer reaffirms its stance on responsible consumption by advocating the importance of no driving under the influence of alcohol that is in compliance with the Road Transport (Amendment) Act 2020, of which the blood alcohol content (BAC) limit has been reduced to 0.05% from 0.08% and heavier penalties on driving under the influence were enforced in October last year.

The #CelebrateResponsibly campaign, which runs from 13 November 2021 to 2 January 2022, is made even more timely as it coincides with year-end festivities such as Christmas and the New Year's celebrations, both a festive period that most commonly celebrated with alcohol for many. Coupled with the increasing number of road users as interstate traveling are now permitted given that more states have moved into the Phase Four of the National Recovery Plan, it is more so important for alcohol consumers to not drink driving and opt for alternatives like e-hailing, chauffeur-on-call and designated drivers.

Once again, building on the strategic partnership from the past years, Carlsberg Malaysia continues collaborating with e-hailing providers such as Grab, Riding Pink and airasia ride – the new kid in the block; as well as chauffeur-on-call service providers Lailah and Buddy Driver for the 1.5 month campaign this year extending to consumers nationwide.

By simply using the promotional code CELEBRATERESPONSIBLY, consumers can enjoy up to RM10 off each ride to and from over 3,000 Carlsberg Malaysia's affiliated bars, bistros and restaurants, which can be redeemed between 5pm and 12 midnight daily until 2 January 2021 or while rides last.

Alternatively, if you had an impromptu drinking session, you could opt to get a driver to drive you home in the comfort of your own car. With the same promotional code CELEBRATERESPONSIBLY, consumers can get an hour FREE with Buddy Driver on the TREVO app or 10% off Lailah's chauffeur-on-call services.

"In trying times like this, we set out to do more than just curbing irresponsible drinking but also support the local F&B outlets to recover with dine-in businesses after weeks of disruptions. #CelebrateResponsibly further reiterates our stance that we have ZERO tolerance towards irresponsible drinking and that drinking-related accidents are one too many and can be avoidable, should one make responsible decision before planning for a drink," said Carlsberg Malaysia's Corporate Affairs Director Pearl Lai.

“As a responsible brewer, we also believe that it is crucial for us to send across a clear signal that we are single-minded and devoted on educating and ensuring that the consumption of beer should be done in a responsible and moderate manner for the safety of everyone”, she added.

“We want to change consumer’s mindset, behaviour and habits right from the very start by making responsible decisions even before taking their first sip. You can make a difference by being a responsible drinker!” she stressed.

This campaign is in line with the bold vision set by the Carlsberg Group for a society without irresponsible drinking. By 2030, the Group aims to see a continuous reduction of key responsible drinking statistics in all of its markets in support of the World Health Organisation’s (WHO) objective of reducing harmful use of alcohol, as well as the United Nations’ Sustainable Development Goal 3 to ensure healthy lives and promote well-being for all at all ages.

“Our responsible drinking initiatives does not just stop here; all our packaging and online platforms contain responsible drinking messages - #CelebrateResponsibly in Malaysia and Singapore. This, in turn, is part of our Group’s global goal of achieving ZERO Irresponsible Drinking through enabling, informing and encouraging responsible choices,” Lai concluded.

#CelebrateResponsibly is Carlsberg Malaysia’s annual responsible drinking campaign is part of the Carlsberg Group’s global commitment towards ZERO Irresponsible Drinking under its Together Towards ZERO sustainability ambitions.

For more information on the campaign, including the full list of participating outlets and terms and conditions of the discounted ride bookings with using the CELEBRATERESPONSIBLY promotional code, visit <https://carlsbergmalaysia.com.my/celebrateresponsibly/2021/>. #CelebrateResponsibly – don’t drink and drive!

- ENDS -

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## About Carlsberg Malaysia

Carlsberg Brewery Malaysia Berhad was incorporated in December 1969. We are a dynamic brewer with operations in Malaysia and Singapore, with stakes in a brewery in Sri Lanka. We also have a regional presence via exports to Thailand, Taiwan, Hong Kong and Laos.

Our international portfolio of brands features Probably the Best Beer In The World – Carlsberg Danish Pilsner, Carlsberg Smooth Draught and Carlsberg Special Brew. This Carlsberg trio is complemented by international premium brews including France’s premium wheat beer 1664 Blanc, Japan’s No.1 premium beer Asahi Super Dry, European cider Somersby, British-inspired Connor’s Stout Porter draught, US award-winning craft beer Brooklyn Brewery as well as Corona Extra, the imported premium Mexican beer brand. Our local brands include SKOL, Royal Stout, Jolly Shandy and Nutrimalt.

Our approximately 600-strong workforce sell our products in a responsible manner within our sustainability-driven business. Our products are for non-Muslim consumers aged 21 and above. Please #CelebrateResponsibly – if you drink, don’t drive!

Find out more at [www.carlsbergmalaysia.com.my](http://www.carlsbergmalaysia.com.my)



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## 在外欢聚时#理性饮酒并助力餐饮业复苏

马来西亚 Carlsberg 集团提倡“酒后不开车，平安到永久”，并为消费者提供车费折扣，同时为餐厅酒吧增加客流量助力生意复苏

（莎亚南 22 日讯）今晚喝酒吗？那就提前为一个安全的夜晚做好安排，把车留在家里，使用 5 家电召车及代驾平台伙伴的服务，并享有免费车程或车费折扣。今年的“酒后不开车，平安到永久”（#CelebrateResponsibly）理性饮酒醒觉运动配合经济与社交活动重启而展开，马来西亚 Carlsberg 集团也通过该运动为受新冠疫情冲击的餐饮店增加客流量，助力生意复苏。

此项运动连续第 7 年举办，该酒商坚持理性饮酒的立场，提倡酒后不开车的重要性，这也符合去年十月开始落实的 2020 年陆路交通（修正）法令，其中包括血液酒精浓度（BAC）从 0.08% 降至 0.05%，以及酒驾毒驾刑罚加重。

从 2021 年 11 月 13 日至 2022 年 1 月 2 日开跑的“酒后不开车，平安到永久”醒觉运动，遇上圣诞节及跨年的年终佳节，也是多数人把酒言欢的两个节日，可谓及时。随着大部分州属进入国家复苏计划第 4 阶段，人们被允许跨州，车流量增加，饮酒消费者不酒驾更为重要，并使用其他代步工具，例如电召车、代驾服务及指定司机。

在过去几年的战略伙伴关系基础上，马来西亚 Carlsberg 集团与电召车平台，包括 Grab、Riding Pink 及刚推出不久的 airasia ride，还有代驾平台 Lailah 及 Buddy Driver 再度合作，为全国消费者展开这项长达一个月半的运动。

消费者只需输入 CELEBRATERESPONSIBLY 促销码，往返超过 3000 家马来西亚 Carlsberg 集团关联酒吧、小酒馆及餐厅即可享有高达 10 令吉车费折扣，使用期为每天下午 5 时至半夜 12 时，并于 2021 年 1 月 2 日截止，或用完为止。

另外，如果您临时被召唤去喝酒，您可选择电召一位代驾司机，驾您的车载您回家。同样使用 CELEBRATERESPONSIBLY 促销码，消费者可通过 TREVO 应用程序，获取一小时免费 Buddy Driver，或使用 Lailah 代驾服务享有 10% 折扣。

马来西亚 Carlsberg 集团企业事务总监赖始竹说道：“在这段非常时期，我们不仅仅要遏制非理性饮酒，同时也助力受几个星期影响的本地餐饮店复苏堂食生意。‘酒后不开车，平安到永久’醒觉运动进一步重申我们的立场，即我们对非理性饮酒保持零容忍态度，如果一个人在饮酒之前做出理性的决定，大部分与饮酒相关的意外事故是可以避免的。”

她也表示：“作为一家负责任的酒商，我们坚信，为了每个人的安全，我们有必要发出一个明确的信号，即我们一心一意致力于教育及确保饮酒必须理性、适度。”

赖始竹强调：“我们要改变消费者的心态、行为和习惯，在喝酒前就做出理性的决定。成为负责任的饮者，您也可以带来改变！”

此项运动与 Carlsberg 集团设下的“全社会理性饮酒”伟大远景一致。该集团放眼 2030 年在所有市场的主要理性饮酒统计数据实现持续下滑的趋势，以响应世界卫生组织“减少有害使用酒精”的目标，以及联合国“确保健康的生活方式，促进各年龄段人群的福祉”的可持续发展目标 3。

赖始竹补充说：“我们在推广理性饮酒的努力不仅如此；马来西亚和新加坡的所有产品包装及线上平台都带有理性饮酒的信息。这也是本集团通过促成、告知及鼓励理性的选择来实现‘零非理性饮酒’全球目标的其中一部分。”

马来西亚 Carlsberg 集团“酒后不开车，平安到永久”年度理性饮酒醒觉运动是全球 Carlsberg 集团“共同迈向零目标”可持续发展战略下“迈向零非理性饮酒”承诺的重要组成部分。

更过关于此项运动的详情，包括有参与餐饮店的完整列表，以及 CELEBRATERESPONSIBLY 促销码的条款和条件，请浏览 <https://carlsbergmalaysia.com.my/celebrateresponsibly/2021/>。

#理性饮酒，酒后不开车！

-完-

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