

FOR IMMEDIATE RELEASE

Press Statement 02/2026
30 January 2026

Page 1 of 3

Carlsberg's CarlsCrib – CNY Edition is Back Again! Ride into the Year of the Horse with Maximum 'Ong'!

Join us at 1 Utama from 30 January to 1 February 2026 for festive fun, lucky prizes, and good vibes as we celebrate Chinese New Year by **#BrewingProsperityTogether!**

PETALING JAYA, 30 January 2026 – Get ready to ride into the Year of the Horse with more luck, excitement, and festive energy than ever before! This Chinese New Year (CNY), Carlsberg invites you to experience *Brewing Prosperity Together* 《一起發》 at CarlsCrib – CNY Edition — a vibrant celebration transforming 1 Utama's shopping mall outdoor carpark from 30 January to 1 February 2026 into the ultimate crib for good fortune and fun.

Step through the iconic hop leaf archway into a high-energy crib where Carlsberg's signature green meets vibrant reds in an electrifying fusion of colour, igniting the spirit of CNY in every corner. From quality brews and creative crafts to exclusive fashion and heartwarming Carlsberg experiences, this lively crib pulses with the unstoppable energy and optimism of the Year of the Horse. So, don't wait! Pre-register at www.carlscrib.my to lock in your spot.

"CarlsCrib – CNY Edition reflects how we bring the Carlsberg brand to life — through experiences that feel authentic, contemporary and centred around togetherness," said Olga Pulyaeva, Marketing Director of Carlsberg Malaysia. "CNY is a moment when people seek connection, optimism and shared joy. This crib brings those values forward in a way that is true to our brand, as we continue *Brewing Prosperity Together* and creating moments that are truly **#BestWithCarlsberg**."

Running daily from 4pm to 10pm, the open-air crib sets the mood for easy-going CNY celebrations with lively crowds, festive photo spots and good company. Whether you're catching up with friends, or creating celebratory moments with family, it's the ideal hangout to soak in the season's cheer. And what better way to kick off the festivities? With a complimentary can of Carlsberg beer, of course — it's the ultimate first toast to smooth celebrations and great company!

Stepping further inside, the action just gets even better. Don't miss out on the interactive cocktail workshops at CarlsBar, where you can craft your own Fire Horse Carlsberg-infused creations. Plus, guests can discover multiple quirky hotspots perfect for capturing IG-worthy snaps, blending fun and tradition for an unforgettable CNY experience.

If you're ready to kick your CNY celebrations up a notch, make your way to the Golden Gallop—an adrenaline-pumping obstacle course where speed and spirit take centre stage. Race the clock, leap over hurdles, and snatch up hop leaf markers to climb the live leaderboard. Every two hours, the fastest participants score big with incredible prizes: a Case Walker 20" travel luggage worth RM499, a stylish duffel bag, limited-edition tees, and plenty more.

Beyond the thrill of the race, the festivities continue at the vibrant CNY Bazaar where street culture meets festive fashion. Attendees can explore TNTCO's exclusive drop or unleash their creativity at the

MBTM booth by designing and printing their own T-shirt on the spot, ready to be worn with pride through the night.

As evening falls, the main stage comes alive with a lineup of trending buskers, energetic live house acts, and headlining performers, turning up the festive pulse of CNY. Highlights include Dissyco (低清) meeting fans on Day 2 during the promotion of their anticipated film “I’m Not Gangster,” and rising local Mandopop star Daniel Chezi (车志立) performing soul-stirring tracks on Day 3.

Just steps away, the CarlsCrib food stalls keep the celebrations going with a mouth-watering mix of nostalgic snacks, classic CNY favourites and popular street eats, making it the perfect pitstop between music, games, and photo ops. Must-tries include Carlsberg infused creations the likes of Beer-Braised Pork from Kuba Eats, Fifty Tales’ Mapo Tofu Noodles, Licky Chan Ice Cream and the Lion Dance Angku from Floccus Floccus. Guests can grab a bite, enjoy their brew, and soak in the festive atmosphere.

With live music, thrilling games, hands-on workshops, and memorable keepsakes, CarlsCrib – CNY Edition brings together all the elements’ Malaysians cherish about Chinese New Year. This Year of the Horse, Carlsberg welcomes friends and families to celebrate *Brewing Prosperity Together* 《一起發》 — with smoothness, prosperity, and great company.

For more exciting news and information on CarlsCrib – CNY Edition, visit www.carlscrib.my or follow @CarlsbergMY on Facebook at <http://www.facebook.com/CarlsbergMY> and Instagram at <http://www.instagram.com/carlsbergmy/> for the latest updates!

And remember to always **#CELEBRATE** RESPONSIBLY. If you drink, don’t drive. For non-Muslims aged 21 and above only.

– End –

For more information, please scan:



For further enquiries, please contact:

Contacts

Media Relations:

Team Carlsberg Malaysia:

Ee Lin Wong, Manager, Corporate Affairs & Sustainability	+603-55226 404	eelin.wong@carlsberg.asia
Koh Kian Mei, Senior Brand Manager	+603-5522 6340	KianMei.Koh@carlsberg.asia

Team Continuum PR:

Michelle Bridget	+60 12-697 7356	michelle.bridget@continuumpr.com
------------------	-----------------	--



Goh I Ching

+60 14-218 1906

iching@continuumpr.com

About Carlsberg Malaysia Group

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, and regional presence via exports.

Our international portfolio of brands features Probably the Best Beer in the World – Carlsberg Danish Pilsner, Carlsberg Smooth Draught and Carlsberg Special Brew as well as Carlsberg Alcohol Free Pilsner and Wheat. Our international premium brews including France's premium beers 1664 Brut, 1664 Blanc and 1664 Rosé, as well as iconic first beer of Japan, Sapporo Premium Beer, European cider Somersby, British-inspired Connor's Stout Porter and US award-winning craft beer Brooklyn Brewery as well as Tuborg Strong. Our local brands include SKOL, Royal Stout and Nutrimalt. Our products are for non-Muslim consumers aged 21 and above in Malaysia or aged 18 and above in Singapore. Please **#CELEBRATE RESPONSIBLY** – if you drink, don't drive!

Our 640 performance-driven employees are guided by our Purpose of *Brewing for a Better Today and Tomorrow* and we are committed to delivering on our ESG programme of Together towards ZERO and Beyond in our quest to achieve net zero carbon emissions throughout our value chain by 2040. Find out more at www.carlsbergmalaysia.com.my

供即时发布

新闻稿 02/2026
2026 年 1 月 30 日

嘉士伯 CarlsCrib – CNY Edition 再度回归！福气满满奔向马年！

农历新年「一起發 Brewing Prosperity Together」！1月 30 日至 2 月 1 日前来 1 Utama 迎来过年喜悦、好礼及气氛

（八打灵再也 2026 年 1 月 30 日讯）准备迎接马年到来之际，嘉士伯（Carlsberg）带着年度新春活动 CarlsCrib – CNY Edition 回归，以「一起發 Brewing Prosperity Together」为主题，打造一个结合节庆、创意与社交体验的新春聚点。活动将于 2026 年 1 月 30 日至 2 月 1 日 在 1 Utama 户外停车场举行，为城市增添一抹浓厚年味。

穿过标志性的啤酒花叶大门后，映入眼帘的是一个充满能量的 CarlsCrib 空间，嘉士伯经典绿与喜庆红在此交汇，色彩碰撞点燃浓浓年味。从优质佳酿、创意手作到限时尚单品与品牌体验，CarlsCrib 以轻松而热闹的节奏，呈现马年象征的活力与乐观气息。事不宜迟，立马浏览 www.carlscrib.my 预位！

马来西亚 Carlsberg 集团市场总监奥加尔（Olga Pulyaeva）表示，“CarlsCrib – CNY Edition 体现了我们如何以真实和当代的方式把嘉士伯品牌精神转化位大家可以一起参与的体验。”她说，“农历新年是人与人相聚、共享希望与喜悦的时刻，而 CarlsCrib 正是我们延续‘一起發’理念、创造 #BestWithCarlsberg 欢聚时光的方式。”

活动每天从下午 4 点开始，一直到晚上 10 点为止，以人多热闹的场面、年味十足的打卡点、美好的伴随着，轻松愉快拉开节庆。无论是与朋友相聚，还是与家人迎来佳节时刻，这里是感受过年气息的绝佳场所，当然也少不了一罐免费嘉士伯啤酒，伴随启福年，启顺年！

再往里走，精彩继续绽放。别错过在 CarlsBar 进行的鸡尾酒工作坊，亲手调制赤马嘉士伯特调。此外，宾客还能探索各种吸睛打卡点，以趣味与传统元素迎来难忘新春体验。

趁马年来临之际，唤起马到成功精神，奔赴 Golden Gallop 刺激障碍赛，挑战速度精力。参赛者必须争分夺秒跨越障碍，夺取啤酒花叶标记，以登上实时排行榜。每隔两小时诞生的火速者可赢取丰富奖品，包括价值 499 令吉的 20 寸 Case Walker 行李箱、有型行李袋（Duffel Bag）、限量版 T 恤等等好礼。

除了比赛的刺激感，现场还有绚丽多彩的新春市集（CNY Bazaar），街头文化与节庆时尚在此交汇，来访者可探索 TNTCO 的限定系列，或到 MBTM 摊位现场设计并印制专属 T 恤，穿上后自信满满走遍全场。

随着夜幕降临，主舞台将有人气街头艺人、活力 livehouse 歌手、压轴阵容登场，拉满新春氛围感。包括 低清（Dissyc）于第二天配合电影《I'm Not Gangster》与影迷见面，以及本地新生代华语歌手车志立（Daniel Chezi）于第三天带来现场演出。

几步之遥可见多家美食摊，汇集各种怀旧回味小吃、过年经典佳肴、热门街头美食，完美坐落于音乐舞台、游戏档口和打卡点之间。当中必尝品包括酷爸 Kuba Eats 的嘉士伯风味啤酒焖猪肉、Fifty Tales



五十条的麻婆豆腐面、LickyChan 的冰淇淋，以及 Floccus 福棵的舞狮红龟棵，宾客们可边吃边喝，尽享过年氛围。

集现场音乐、互动游戏、手作体验与限定纪念品于一体，CarlsCrib – CNY Edition 汇聚马来西亚人珍视的新春元素。这个马年，嘉士伯诚邀各位亲友及家人们「一起發 Brewing Prosperity Together」，携良伴启顺年，启福年！

更多关于 CarlsCrib – CNY Edition 的精彩消息和详情，欢迎浏览 www.carlscrib.my 或关注 @CarlsbergMY 社媒，包括脸书（<http://www.facebook.com/CarlsbergMY>）和 Instagram（<http://www.instagram.com/carlsbergmy/>），跟紧最新动态！

无论何时何地，都要理性饮酒 **#CELEBRATERESPONSIBLY**，并牢记“酒后不开车，开车不喝酒”。所有活动和产品仅限年龄 21 岁以上的非穆斯林人士。

–完–

欲获取更多资讯，请扫描以下二维码：



若有任何询问，请联络以下人员：

联络方式
媒体公关：

马来西亚 Carlsberg 集团：

黄玉玲 (Ee Lin Wong)	+603-55226 404	eeлин.wong@carlsberg.asia
企业事务及可持续发展经理		
辜健婷 (Koh Kian Mei)	+603-5522 6340	KianMei.Koh@carlsberg.asia
品牌高级经理		

Continuum PR 公关公司：

Michelle Bridget	+60 12-697 7356	michelle.bridget@continuumpr.com
Goh I Ching	+60 14-218 1906	iching@continuumpr.com

关于马来西亚 Carlsberg 集团

马来西亚 Carlsberg 集团 (Carlsberg Brewery Malaysia Berhad) 于 1969 年 12 月成立，是一家灵活酒商，业务遍布马来西亚和新加坡，并在斯里兰卡一家酒厂持有股份，也通过出口市场扩大区域范围。

本集团旗下国际品牌组合包括堪称全球最佳啤酒——Carlsberg Danish Pilsner、Carlsberg Smooth Draught、Carlsberg Special Brew 及 Carlsberg Alcohol Free Pilsner and Wheat，还有国际优质啤酒：法国优质啤酒 1664 BRUT、1664 Blanc 及 1664 Rosé、日本标志性首个啤酒 Sapporo Premium Beer、欧洲苹果酒 Somersby、英伦式 Connor's Stout Porter、美国屡获殊荣精酿啤酒 Brooklyn Brewery，以及 Tuborg Strong。本地品牌包括 SKOL、Royal Stout、Nutrimalt。本集团旗下产品仅供马来西亚年龄 21 岁以上、新加坡年龄 18 岁以上的非穆斯林消费者饮用。理性饮酒，你我有责，时时刻刻牢牢记住“酒后不开车，开车不喝酒”！**#CELEBRATERESPONSIBLY**



我们共有 640 名职员，皆以绩效为驱动力，并秉承“酿造更美好的今天和明天”（Brewing for a Better Today and Tomorrow）宗旨，我们致力于实施“共同迈向并超越零目标”（Together towards ZERO and Beyond）ESG 计划，以实现到 2040 年全价值链净零碳排放目标。敬请浏览 www.carlsbergmalaysia.com.my 了解更多。