

FOR IMMEDIATE RELEASE

Press Statement 08/2025
5 May 2025

Page 1 of 2

#BestWithCarlsberg Brings Football Fans The Ultimate Liverpool FC Experience

Win exclusive merchandise and prizes worth RM1 million including the Ultimate Liverpool FC experience! Grab a chance to watch LFC live in Liverpool, UK or Hong Kong with your best mate!

SHAH ALAM, 5 May 2025 – In celebration of the beautiful game of football, Carlsberg is levelling up its **#BestWithCarlsberg** experience – rallying fans to reconnect with their mates and make game nights epic again. Anchored on the brand's mission of giving more people access to more of the best, the campaign invites consumers to drop the excuses and rediscover the joy of shared football moments.

With late-night matches and mates flaking, Carlsberg knows the struggle is real. A recent consumer study showed that fans feel disconnected and stressed when trying to round up the crew. That is why Carlsberg is jumping in with real solutions to bring people back together. As part of the campaign, the brand is setting fans up with everything they need for a great night of football: exclusive jersey giveaways, next-level matchday hangouts, cold beers delivered right to the doorstep and for the ultimate dream, nabbing once-in-a-lifetime trips to the United Kingdom and Hong Kong to catch Liverpool FC live. It is taking usual match nights and turning them into something that feels effortless, connected, and worth getting excited about, so that fans can go all in for game nights.

“We’re all about enabling unforgettable moments for football fans – because we are fans too,” said Stefano Clini, Managing Director of Carlsberg Malaysia. “At Carlsberg, we believe the best moments in life are meant to be shared. Football is more than a game, it’s an experience that brings people together. Our role is to enable fans to enjoy it to the fullest, with a cold Carlsberg in hand, their best mates around them, and nothing getting in the way of the moment. Through our **#BestWithCarlsberg** campaign, we offer probably the best beers, the best vibes, and the best matchday experiences our consumers can have.”

To start, Carlsberg is taking over a major match night showdown with viewing parties that bring the game to life in full 360 on the 11th of May. Fans can expect match-viewing events happening simultaneously, from Kuala Lumpur right up to Penang and Johor Bahru, kitted out with exciting activities.

Taking football nights to the next level is CarlsCrib, a specially curated space for the ultimate football fan, the casual watcher, and everyone in between, happening on **24 and 25 May 2025** at **JAM, Petaling Jaya**. Designed to bring “the best of everything” under one roof, CarlsCrib is where football passion meets high-energy entertainment, all specially brewed together by Carlsberg.

This next-level event promises to transform match viewing into an epic celebration, offering not just a game night but a full-blown football festival. Attendees can expect stadium-quality screens and multiple viewing zones, including a locker room-style setup for a fully immersive vibe.

Beyond the match, CarlsCrib takes things up a notch with an electrifying entertainment line-up. Fans can catch international headliners like DJ VINAI from Italy and Pakho Chau from Hong Kong, alongside homegrown talents Dior and DJ Nahsyk, setting the tone for two nights of non-stop energy.

The experience extends beyond the stage with curated activities including a football juggler workshop, interactive simulators, and a sports arcade, all designed to fuel the football fever, for both hardcore



fans and casual fans as well as their mates. Immersive zones like the Locker Room and CarlsBar offer cocktail workshops and ice-cold brews all night. And to top it off, two pairs of ticket giveaways to the Liverpool FC vs AC Milan match live in Hong Kong further elevate the excitement of each night.

To further raise the bar on **#BestWithCarlsberg** moments, Carlsberg is rolling out a special consumer promotion that gives fans the chance to win two epic prizes. For the ultimate Grand Prize, Carlsberg is granting the wishes of 10 incredibly lucky diehards (plus their chosen comrade) with a chance to catch Liverpool FC play live at Anfield Stadium in the UK! Imagine the roar of the Kopites, the electric atmosphere of a packed stadium, and the sheer thrill of witnessing football history unfold before their very eyes – all made **#BestWithCarlsberg**. And if the Grand Prize doesn't land, no worries — 1,300 lucky fans will still score a legendary Liverpool FC retro jersey to rep the Reds in style.

To participate and score the ultimate football fantasy, fans only have to purchase a Carlsberg six-pack at super-hyper markets, participating convenience stores, 99 Speedmart, or their favourite e-comms channel, or purchase one bucket at their favourite watering hole or buy three bottles at food courts and eateries to be in the running for the coveted trip of a lifetime.

Grab, the trusty on-demand lifeline, is also joining the Carlsberg squad as the ultimate game-day ally. Carlsberg's perfectly chilled beer delivered in cooler bags is rolling out across the nation. Simply tap, order, and let the goods roll in, ensuring fans are never caught dry during those nail-biting moments.

With enticing prize giveaways totalling an impressive RM1,000,000, Carlsberg is elevating every football night into an unforgettable celebration. Whether you're a die-hard Liverpool FC fan or otherwise, there's something for everyone. Gather your friends and immerse yourself in the electric atmosphere as you cheer for your team. Because the most memorable moments in life are always better when shared with good company. Get ready to make every game night truly exceptional, no stress, no excuses.

Get ready to immerse yourself in the ultimate football season! Visit www.bestwithcarlsberg.my for up-to-date info or to learn more about the campaign, and follow **@CarlsbergMY** on Facebook and Instagram to stay ahead of the game.

Remember to always **#CELEBRATERESPONSIBLY**, if you drink, don't drive.

– End –

For more information, please scan:



For further enquiries, please contact:

Contacts
Media Relations:

Team Carlsberg Malaysia:



Immy Ooi, Senior Manager, Corporate Affairs &
Sustainability
Benedict Yong, Marketing Manager

+603-5522 6431
+603-5522 6340

immy.li.ooi@carlsberg.asia
benedictchoonken.yong@carlsberg.asia

Team Continuum PR:

Michelle Bridget
Goh I Ching

+60 12-697 7356
+60 14-218 1906

michelle.bridget@continuumpr.com
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 **#CELEBRATERESPONSIBLY** – 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

#BestWithCarlsberg 为球迷送上极致利物浦足球俱乐部体验

赢取高达 100 万令吉独家周边商品和奖品——包括极致利物浦足球俱乐部体验！享有机会与好友飞往英国利物浦或香港现场观看红军球赛！

（莎亚南 2025 年 5 月 5 日讯）嘉士伯（Carlsberg）为足球这个美好盛事喝彩，全面提升 #BestWithCarlsberg 的体验境界，号召球迷与好友再聚，再现观赛之夜的精彩！该品牌秉持其使命让更多人更易尽享极佳体验，此次市场活动呼吁消费者抛开借口，重新发掘共享足球时刻的美好与欢乐。

随着深夜比赛和好友临时爽约的情况时有发生，嘉士伯深知球迷所面临的困惑。近期一项消费者调查显示，球迷在组织聚会时常感到疏离和压力重重。故此推出其解决方案，帮助大家共聚一堂。通过此次市场活动，该品牌为球迷们作出最好的安排，让观赛之夜精彩绽放。在本次市场活动中，品牌将为球迷准备一切观赛所需：独家限量球衣赠送、更高级别的观赛相聚体验、直送上门的冰爽啤酒，以及人生终极梦想：赢取机会飞往英国和香港，现场观看利物浦足球俱乐部赛事！这个活动让原本平凡观赛之夜得到升华，成为轻松愉快、充满连结感、令人期待的足球盛典，让球迷们尽情投入、全情以赴看球赛。

马来西亚 Carlsberg 集团董事总经理葛利尼（Stefano Clini）说道，“身为球迷的我们，始终致力为足球爱好者创造难忘时刻。”他说，“我们相信，人生美好时刻应该一同共享。足球不仅是一项体育运动，更是让大家欢聚一堂的体验。我们的使命，是让球迷们畅享每一个精彩瞬间，好友相伴左右，同时手握冰爽嘉士伯，毫无阻碍地享受这美好时刻。通过 #BestWithCarlsberg 活动，我们让消费者能够尽享堪称最佳啤酒、最佳氛围、最佳观赛体验。”

为了掀开序幕，嘉士伯将于 5 月 11 日举办乐趣无穷的观赛派对，献上 360 度全方位体验，在吉隆坡、檳城、新山同步举行，活动现场将配备丰富的精彩活动。

为了让观赛体验高潮迭起，嘉士伯带来了 CarlsCrib 这个特别设计的空间，专为足球迷、观众等人打造，活动将于 2025 年 5 月 24 日至 25 日，在八打灵再也 JAM 举行。CarlsCrib 均由嘉士伯精心酿造，将各方面之最汇聚在同一个屋檐下，让足球热情与活力娱乐相融合。

作为另一级别的活动，承诺将观赛体验打造成一场盛典，不仅送上精彩的球赛盛事，更是一场盛大的足球节。出席者将能享受如同球场般的高质量大屏幕和多个观赛区域，还有更衣室风格的布置，营造出沉浸式氛围。

除了足球比赛，CarlsCrib 还将活动升温，推出一系列精彩纷呈的娱乐阵容。球迷们将有机会欣赏到来自意大利的 DJ VINAI、香港歌手周柏豪，以及本地才子 Dior 和 DJ Nahsyk 的精彩表演，让两晚活力持续释放。

有趣体验远不止舞台，现场还精心策划了各种精彩活动，包括足球杂耍工作坊、互动模拟器，以及运动游戏厅，旨在为铁粉、一般球迷与好友们点燃足球热情。同时还有沉浸式区，其中包括球员更衣室，以及 CarlsBar 展开的鸡尾酒工作坊，还有一整晚的冰爽啤酒。更令人期待的是，活动每晚将送出一对对于香港上演的利物浦对阵 AC 米兰现场球赛门票，让热度进一步升高！



为了让#BestWithCarlsberg 美好时刻更上一层楼，嘉士伯也展开特别的消费者促销活动，让球迷享有机会赢取丰富奖品。作为终极大奖，嘉士伯将为10位超级幸运铁粉（以及一位伴随者）实现梦想：亲临英国安菲尔德球场，现场观看利物浦足球俱乐部上阵！想象 Kopites 球迷们的欢呼助威、球场爆满的热烈氛围，以及亲眼见证足球历史的激动时刻，这一切都因#BestWithCarlsberg 而成。如果与大奖无缘，先别气馁，仍有1300名幸运儿将有机会赢取一件利物浦球衣，有型表达对红军矢志不渝的热爱。

想要参与竞赛还愿终极足球之梦的球迷，只需在超级市场、大型超市、参与的便利店、99 Speedmart 或电商平台购买一份6罐装嘉士伯，或在各自喜爱的酒吧购买一桶（bucket），或在美食中心和餐馆购买三瓶，就有机会赢取一生中梦寐以求的旅程。

值得信赖的按需服务平台 Grab 也与嘉士伯合作，成为球赛日的终极盟友，也把冰爽嘉士伯啤酒装在冷藏袋中，送到全国各地地点，只需轻触下单，啤酒就会送达，在球赛紧张刺激时刻有这款啤酒伴随。

嘉士伯将每一个观赛之夜升华为难忘的盛典，还为球迷们送上总值高达 RM1,000,000 的丰厚奖品！无论您是否利物浦铁粉，在此都可找到属于自己的乐趣。召集身边的朋友，前来沉浸在热烈氛围中，为您喜爱的球队加油助威！人生中最难忘的时刻，总是有伴共享而更加美好。无压力，无借口，尽享每个精彩纷呈的观赛之夜！

准备好迎接极致足球赛季！浏览 www.bestwithcarlsberg.my 以获取最新资讯、了解更多活动详情，并在脸书和 Instagram 关注 @CarlsbergMY，贴近最新动态。

时时刻刻理性饮酒——酒后不开车，开车不喝酒！#CELEBRATERESPONSIBLY

-完-

欲获取更多资讯，请扫描以下二维码：



若有任何疑问，请联络以下人员：

联络方式

媒体公关：

马来西亚 Carlsberg 集团：

企业事务与可持续发展高级经理 黄丽荫 (Immy Ooi)

+603-5522 6431

immy.li.ooi@carlsberg.asia

市场部经理 杨尊权 (Benedict Yong)

+603-5522 6340

benedictchoonken.yong@carlsberg.asia

Continuum PR 公关公司：

Michelle Bridget
Goh I Ching

+60 12-697 7356
+60 14-218 1906

michelle.bridget@continuumpr.com
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，时时刻刻牢记记住“酒后不开车，开车不喝酒”！**#CELEBRATERESPONSIBLY**

我们共有 640 名员工，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。