

FOR IMMEDIATE RELEASE

9Press Statement 19/2023

6 July 2023

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## Connor's the 'Makers of Good Times' Unleashes More Brit Excellence for Music and Stout Lovers Alike

Experience the best of British culture as Connor's gives away 2,000 units of top-notch wireless speakers!

**KUALA LUMPUR, 6 July 2023** – Connor's Stout Porter, the iconic stout brand, is thrilled to announce its latest campaign, combining the very best of British culture in an extraordinary fusion of taste and sound. Embrace the epitome of craftsmanship, passion, and innovation as the 'Makers of Good Times' brings together the world of stout and music, delivering an unparalleled entertainment experience like no other.

The latest initiative celebrates the shared values that is infused within every British brand which shares a common vision of delivering exceptional experiences to consumers. Promising to captivate fans and enthusiasts alike once again, this campaign is pulling out all the stops and delivering an unforgettable journey where smooth, rich stout harmonises seamlessly with mesmerising music that leaves a lasting impression.

"We are incredibly excited on Connor's Makers of Good Times Campaign," commented Olga Pulyaeva, Carlsberg Malaysia's Marketing Director. "Apart from its effortless brilliance in style, Marshall Willen's superior sound can bring people together to enjoy the good times. Likewise, Connor's continues to deliver quality stout and cool, modern experiences where consumers can 'Taste The Good Times'. So, we are creating an opportunity for our consumers to enjoy the best of both stout and music in a way that is fun and exciting with the Makers of Good Times."

From now until 31st August 2023, there are 2,000 units of Marshall Willen wireless portable speakers worth a total of nearly RM1 million up for grabs. Stout lovers who want to get their hands on the Marshall Willen wireless portable speaker will be able rack-up their entries by purchasing a can or a half-pint of Connor's for an entry or a full-pint for two entries at their favourite restaurants, bars, or pubs. At super-hypermarkets, convenience stores and e-Commerce sites, any purchase of one can of Connor's grants consumers one entry to participate, or they could opt for the full monty and get 5 entries when they purchase four cans of Connor's.

As the excitement unfolds, those who like to enjoy their Connor's at restaurants, bars, or pubs, should keep an eye out for our Connor's ambassadors, as they will be able to win cool Connor's or Marshall merchandise by playing a game at over 300 Connor's outlets. Connor's will also be having the 'Shake Challenge' at over 50 Super/hypermarkets whereby participants will stand a chance to win a nifty Connor's tumbler, tote bag, notebook as well as Marshall merchandise.

In addition to the thrilling 'Makers of Good Times' campaign, Connor's Stout Porter is proud to continue delivering the essence of British indulgence with its signature stout experience. Whether you're enjoying a relaxing evening at your favourite pub or raising a glass with friends at a lively gathering, Connor's

Stout Porter is the perfect companion for creating cherished memories that will linger long after the last sip. So, join the 'Makers of Good Times' campaign and savour the best of both worlds – the symphony of taste and sound awaits!

All Marshall products from this campaign were attained from the Official Marshall Distributors (Ash Asia Sdn Bhd & Maudire Distribution Sdn Bhd).

To find out more details or check out the list of participating outlets, visit <https://www.connorsmalaysia.com/> or like and follow Connor's Instagram page at <https://www.instagram.com/connorsmalaysia/>. All promotions and activities are open to non-Muslims aged 21 and above only.

When enjoying your favourite Connor's Stout Porter while listening to the sound of Marshall, remember to **#CELEBRATERESPONSIBLY** – if you drink, don't drive!

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For more communication materials, scan here:



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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 Hong Kong, Taiwan, Laos, Cambodia, and Thailand.

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. This Carlsberg trio is complemented by international premium brews including France's premium wheat beer 1664 Blanc, 1664 Rosé, Japan's No.1 premium beer Asahi Super Dry, European cider Somersby, British-inspired Connor's Stout Porter draught, and US award-winning craft beer Brooklyn Brewery as well as Tuborg Strong. Our local brands include SKOL, Royal Stout 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).

## ‘美好时光的创造者’ Connor’s 为音乐和黑啤爱好者们带来更多的英式体验

Connor’s 送出 2,000 套顶尖无线音箱，体验美好的英国文化！

（吉隆坡 2023 年 7 月 6 日讯）著名的黑啤酒品牌 Connor’s Stout Porter，非常高兴地宣布其最新的活动，就是将英国最佳文化融入进味道与音乐的非凡组合。感受工艺、激情和创新，Connor’s ‘美好时光的创造者’（Makers of Good Times）活动将黑啤和音乐融合在一起，带来前所未有的娱乐体验。

这次的新活动庆祝每个英国品牌所带来的共同价值观，共同致力于为消费者提供卓越的体验。承诺再次振奋粉丝和爱好者，此活动竭尽全力，带来一个让人难忘的体验。顺滑、浓郁的黑啤与迷人的音乐完美结合，让人留下持久的印象。

马来西亚 Carlsberg 集团市场总监奥加尔（Olga Pulyaeva）表示，“我们对‘美好时光的创造者’（Makers of Good Times）活动感到非常兴奋。除了颜值高、精致感十足，Marshall Willen 的优越音质让大家相聚共享美好时光。同样的，Connor’s 不断提供优质黑啤酒和酷炫且现代的体验，也让消费者‘感受到美好时光’（Taste the Good Times）。因此，我们通过‘美好时光的创造者’（Makers of Good Times）活动，让消费者们以有趣和兴奋的方式来享受黑啤和音乐那样般配的组合。”

即日起至 2023 年 8 月 31 日，共有 2,000 份总值近 100 万令吉的 Marshall Willen 无线便携音箱等待消费者来赢取。想要赢取 Marshall Willen 的黑啤酒爱好者，只需到他们喜爱的餐厅、酒吧或酒馆，购买一罐或一小杯（half-pint）Connor’s 以获取一次参赛资格，或购买一大杯（full-pint）以获取两次参赛资格。而在超市、便利店及电商平台，购买一罐 Connor’s 即可获取一次参赛资格，而购买 4 罐 Connor’s 即可获取 5 次参赛资格。

更令人雀跃的是，那些喜欢在餐厅、酒吧或酒馆畅饮 Connor’s 的黑啤爱好者们，不妨留意周围有没有 Connor’s 大使出现，因为他们将在超过 300 家的 Connor’s 门店带来好玩活动，让您享有机会赢取 Connor’s 或 Marshall 的周边产品。同时，Connor’s 也将在超过 50 家超市举办 Shake Challenge，勇于接受挑战的人士可享有机会赢取 Connor’s 的保温瓶、手提袋、笔记本以及 Marshall 的周边产品。

除了令人兴奋的‘美好时光的创造者’（Makers of Good Times）活动，Connor’s 黑啤很自豪能够继续以著名的黑啤体验传递英国最佳文化。无论你是在最喜欢的酒吧享受轻松的一晚，还是在聚会上与朋友举杯庆祝，Connor’s 黑啤都是您创造美好回忆的完美伴侣，让您在喝完最后一口之后，留下长久的回忆。因此，参加‘美好时光的创造者’（Makers of Good Times）活动，享受黑啤和音乐的双重盛宴吧，美味与声音的交响乐等待着您！

此活动的所有 Marshall 产品均来自官方 Marshall 经销商（Ash Asia Sdn Bhd & Maudire Distribution Sdn Bhd）。

欲知更多详情或查看参与商店名单，请浏览 <https://www.connorsmalaysia.com/> 或点赞并关注 Connor's 的 Instagram 页面 <https://www.instagram.com/connorsmalaysia/>。所有促销和活动仅向 21 岁及以上的非穆斯林开放。

在享用您最爱的 Connor's Stout Porter 以及聆听 Marshall 声响的同时，请记得#理性饮酒——“酒后不开车，平安到永久”！

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更多资讯, 请扫描:



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