



Carlsberg Brewery
Malaysia Berhad

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FOR IMMEDIATE RELEASE

Press Statement 23/2020
4 August 2020

Celebrate the English Premier League Champions with a Signed Liverpool FC Jersey

Brewer launches new consumer promotions rewarding purchases of Probably the Best Beer in the World with more limited-edition memorabilia and collectibles

SHAH ALAM, 4 August 2020 – Following Carlsberg Malaysia’s long-awaited launch of the limited-edition ‘Champions’ packaging across Carlsberg cans and bottles, the brewer is giving more reasons for football fans to celebrate with the jaw-dropping grand prize of a signed Liverpool FC jersey to be won with purchases of Probably the Best Beer in the World.

A limited number of official jerseys will be up for grabs in Malaysia, personally signed by members of the Premier League Champions team – a priceless memorabilia for fans of the Reds who have waited patiently for this astounding league win for almost three decades.

Apart from the signed jersey, the other highly-collectible prize is the Liverpool FC Champions Set consisting of two 500ml cans of Carlsberg Danish Pilsner and Carlsberg Smooth Draught, a special-edition Carlsberg stem glass with the Liverpool FC crest, delivered in a collector’s box commemorating Liverpool FC’s Premier League win.

Carlsberg Malaysia is making it easy for fans to win in three simple steps of “Buy, Scan & Win” whenever they enjoy Carlsberg Danish Pilsner or Carlsberg Smooth Draught. Consumers only have to submit their proof of purchase through a scanned QR code and immediately be eligible for prizes.

The chance to win a signed jersey is exclusively for purchases at supermarkets, convenience store, and Carlsberg’s official store on Shopee. Simply purchase RM30 and above of Carlsberg Danish Pilsner or Carlsberg Smooth Draught, scan the QR code displayed at the point of purchase, and upload your receipt to be in the running to win the grand prize of a signed jersey and Liverpool FC Champions Set every week between 1 August to 13 September. An additional 110 winners every week will receive the Liverpool FC Champions Set.

Consumers purchasing Carlsberg Danish Pilsner and Carlsberg Smooth Draught in bars, bistros, restaurants will also be rewarded with a chance to win the Liverpool FC Champions Set when they purchase bottles in buckets or draught beer in towers or mugs and scan their proof of purchase through a QR code link. On the other hand, patrons at coffeeshops can also win the Liverpool FC Champions set with every purchase of six big bottles through an additional option of submitting their proof of purchase via WhatsApp.



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The promotions for bars, bistros, restaurants and coffeeshops will run between 3 August to 13 September in Peninsular Malaysia, and from 1 September to 18 October in Sabah and Sarawak.

The limited-edition Carlsberg cans and bottles commemorate Liverpool FC's Premier League trophy lifting, transforming the brand's iconic green livery to Liverpool FC's equally iconic red, featuring the club's crest, name, and personal signatures of the team that steered the club to victory this season.

Of all the Carlsberg markets globally, only Malaysia will enjoy a special version of Carlsberg Smooth Draught with a mirrored red, white and silver look, complementing the all-red Carlsberg Danish Pilsner Champions packaging as a collectible set.

In celebration of Liverpool FC's historic win, Liverpool fans in Malaysia also paid tribute to the team and fans around the world in a special video where fans gathered virtually to sing the Liverpool FC anthem – *You'll Never Walk Alone*. Made possible by Carlsberg in the spirit of bringing fans together, the video is especially poignant with fans singing in solidarity even while apart due to social distancing.

Visit the Carlsberg MY Facebook page at www.facebook.com/CarlsbergMY to view the video tribute. For more information on the promotions, visit www.probablythebest.com.my.

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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, Probably The Smoothest Beer In The World – Carlsberg Smooth Draught and Probably The Best Strong Beer – 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.



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供即时发布

新闻稿 23/2020
2020 年 8 月 4 日

英超首冠送大礼，签名利物浦球衣

Carlsberg 推介崭新促销回馈堪称全球最佳啤酒的消费者更多限量版纪念品和珍藏品

莎阿南 4 日讯 – 为了增添红军夺冠的欢庆氛围，马来西亚 Carlsberg 集团推介了万众期待的限量版‘冠军’Carlsberg 罐和瓶，随后又旋即推出签名利物浦球衣大礼。凡购买堪称全球最佳啤酒，即有机会赢取这份惊喜大礼。

这件拥有英超首冠队员个人签名的官方球衣，引入马来西亚的件数非常有限，它也是球迷等待了 30 年，红军首夺英超冠军的最珍贵纪念品。

除了球衣之外，另一项最值得珍藏的奖品就是利物浦足球俱乐部冠军礼盒，它包含了两罐 500 毫升的 Carlsberg Danish Pilsner 和 Carlsberg 顺啤（Smooth Draught）、一个印有利物浦队徽的特制版酒杯，为利物浦的空前胜利留下宝贵记忆。

为了让球迷们轻松赢奖，马来西亚 Carlsberg 集团贴心设定简易赢奖三步骤，即“购买、扫描、赢奖”，凡享饮 Carlsberg Danish Pilsner 或 Carlsberg 顺啤（Smooth Draught）即得赢奖机会。消费者只需扫描 QR 密码，即有资格赢奖。

赢取签名球衣的机会，只保留给前往霸市、超市、便利商店及 Carlsberg Shopee 官方商店的消费者。只要他们在 8 月 1 日至 9 月 13 日期间购买 RM30 及以上的 Carlsberg Danish Pilsner 或 Carlsberg 顺啤（Smooth Draught），扫描现场展示的 QR 密码，把收据上传，每周即有机会赢取签名球衣大礼和利物浦冠军礼盒。每周额外 110 位优胜者将获得利物浦冠军礼盒。

在酒吧、小馆、餐厅享饮 Carlsberg Danish Pilsner 和 Carlsberg 顺啤（Smooth Draught）的消费者，凡购买桶装或塔装顺啤或大杯啤酒，再扫描 QR 密码链接，即有机会赢取利物浦冠军礼盒。除此之外，咖啡店的顾客只要购买六大瓶装啤酒，然后通过 WhatsApp 上传他们的购物证据，也可赢取利物浦冠军礼盒。

酒吧、小馆、餐馆及咖啡店的促销活动，在西马是由 8 月 3 日至 9 月 13 日，而沙巴和砂拉越则由 9 月 1 日至 10 月 18 日。



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为了纪念利物浦本赛季的历史性夺冠，限量版的 Carlsberg 罐和瓶一改其经典绿，都换上了利物浦足球俱乐部的标志性红色，印上队徽以及队员的个人签名。

在 Carlsberg 的全球市场当中，唯独马来西亚推出特版 Carlsberg 顺啤（Smooth Draught）的红、白、银投射设计，完美衬托了全红的 Carlsberg Danish Pilsner 冠军包装，两者合体也成了一套完美珍藏品。

为了迎接利物浦足球俱乐部的历史性胜利，以及向该队和全球球迷致意，马来西亚的红军迷也进行网聚，并高唱利物浦的队歌 - *你永远不会独行 (You'll Never Walk Alone)*。虽然还须遵守社交距离，但 Carlsberg 坚持守望团圆，并通过视频实现球迷大团聚，让分隔各地的球迷可以一起高唱队歌。

欢迎登入 www.facebook.com/CarlsbergMY 浏览 Carlsberg MY 脸书专页，观赏本地球迷献给全球红军迷的特制影片。关于更多促销详情，请 www.probablythebest.com.my。

-完-

更多咨询，请联络：

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