

FOR IMMEDIATE RELEASE

Press Statement 03/2024

24 January 2024

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Fire up the Year of the Dragon with Carlsberg's Spectacular Chinese New Year Celebration at PJ and Penang's Shopping Mall!

Ignite the spirit of togetherness at Carlsberg's Brewing Prosperity Together CNY Bazaar, where tradition meets a modern twist.

PETALING JAYA, 24 January 2024 – Get ready to experience a Chinese New Year (CNY) showcase like no other with Carlsberg's '*Brewing Prosperity Together*' CNY Bazaar. The brewer is ushering in the Year of the Dragon with two unique CNY Bazaars and inviting consumers to celebrate prosperity and festive beer drinking experiences at the 1 Utama Shopping Centre, Petaling Jaya and Gurney Paragon, Penang.

Firing up the festivities, the brewer hosted several CNY reunion dinners in Johor Bahru, Kota Kinabalu and Penang. In the Klang Valley, the reunion took place, in true Carlsberg fashion at the Grand Imperial's flagship restaurant at The Club @ Bukit Utama. The evening was the epitome of CNY, treating guests to a scrumptious feast, heart-pounding Dragon dance performances, live music and an after-party that had everyone raising their Carlsberg in 'cheers!'.

Commenting at the reunion dinner, Stefano Clini, Managing Director of Carlsberg Malaysia said, "As we continue '*Brewing Prosperity Together*', we are once again delivering an array of artist-edition CNY festive packaging, running rewarding promotions and hosting engaging events with our customers, consumers, media, and friends of Carlsberg. Our CNY offerings aim to elevate the spirit of reunions, making every moment *#BestWithCarlsberg*."

"Just as the dragon soars, may the Year of the Dragon be marked by the smoothness of shared laughter, the prosperity of reunion of loved ones, and the joy found in every sip of Carlsberg beer," was Clini's toast at the reunion dinner. At the Carlsberg's CNY Bazaar, the artist-edition artwork is beautifully displayed, conveying greetings of 'prosperity' and 'smoothness' this festive season. With tradition seamlessly fusing with modern twists, visitors to the bazaar will be able to enjoy CNY beer-drinking, immerse themselves in other engaging beer-infused activities, and enjoy a thrilling experience with many exclusive prizes up for grabs.

Consumers can look forward to journeying through a vibrant dragon-themed passage enjoying everything from food, cool collaborative merchandise by partners, workshops, games and of course the best complement to any outing – perfectly chilled Carlsberg brew at the 1 Utama CNY Bazaar from 25th January to 4th February 2024.

Starting at the '*Dragon Head*' entrance, a digital dragon gate warmly invites consumers, setting the tone for the enchanting adventure within. Once inside, they are welcomed with a free Carlsberg to complement their exploration journey into the heart of the bazaar. For an additional free drink, consumers can conquer all four dragon challenges (AR games) scattered throughout the CNY bazaar to unlock the golden opportunity to tap their very own beer — a contemporary digital twist to tradition!

As consumers embark on their adventure riding on the '*Dragon Back*', they will discover a treasure trove of cool CNY gear, from exclusive Carlsberg merchandise such as Chinese gaming sets by TNTCO, to cool limited-edition fashion wear by DISSYCO and even special CNY charms by Gumme for their perfect CNY look.

While consumers take in the vibrant atmosphere, they also stand the chance to win fabulous prizes and special Carlsberg merchandise through the *'Drumming Prosperity Together'* challenge. This is just before they reach the charming photo booth corner that allows them to capture the perfect Instagrammable reunion photo and create cherished CNY moments.

Arriving at the *'Dragon Belly'* a culinary paradise with an array of popular CNY favourites pops up along the corridor. A must-try for consumers will be the Carlsberg Smooth Draught infused *Tau Fu Fah* and *Guai Ling Gou* by Soma and the Hop Leaf soft chunky cookies by EM's Cookies. Food lovers can also dig into delicious skewers by Kua Food Fried Chuan or sink their teeth into mouth-watering sandwiches by Kuba Eats.

That's not all! The journey continues to the CarlsBar, providing beer enthusiasts with an ideal setting to savour more Carlsberg brews. This chill-out zone will also play host to engaging cocktail workshops where consumers can experiment with making a 'Fortune' cocktail, conceptualised by mixologist Jason Julian. They will also be entertained by DJ and Busker performances, amplifying the already lively atmosphere. On the weekends and public holidays, even more workshops kick off where consumers can create Neon Lights, paint coasters or create their very own charms with Gumme.

The *'Dragon Claw'* concludes the experience, where personal style meets pampering. Consumers can treat their footwear to meticulous shoe-cleaning services and indulge in fabulous manicures. They can also step into the world of sneaker couture with complimentary custom styling at MVP. Taking a trip into the mystical realm, they can also catch a glimpse of their destiny with the 2024 predictions showcased at the Zodiac station.

To enjoy a fun-filled CNY season, be sure not to miss the Carlsberg CNY Bazaar at 1 Utama's 1st Floor Promenade – Link Bridge or celebrate at St. Jo & Festive Square at Gurney Paragon, Penang, which will be running from 2nd to 4th February 2024. Join Carlsberg in embracing the spirit of 'Brewing Prosperity Together' at these thrilling locations.

For more exciting news and information on Carlsberg's Chinese New Year celebrations, promotions and locations, visit www.carlsbergcny.com.my or follow @CarlsbergMY on Facebook at www.facebook.com/CarlsbergMY for the latest updates! And remember, as part of advocating responsible consumption, **#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 Sapporo Premium Beer, 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

Carlsberg 新年庆典活动雪槟商场“龙”重登场 点燃龙年喜庆

前来 Carlsberg “合家团圆，喜乐龙龙” 新年市集共庆相聚美好喜悦，感受传统与现代相结合

（吉隆坡 2024 年 1 月 24 日讯）迎接甲辰龙年，Carlsberg 带来“合家团圆，喜乐龙龙”（Brewing Prosperity Together）新年市集，在八打灵再也万达广场（One Utama）及槟城葛尼百利宫广场（Gurney Paragon）两地迎客，诚邀消费者前来接财迎福，尽享年味十足的饮酒体验。

为了点燃佳节喜庆，Carlsberg 除了在新山、亚庇、槟城，也在雪隆 The Club @ Bukit Utama 的喜粤海鲜酒家（Grand Imperial）举办了团圆饭。该晚宴 Carlsberg 风格满满，体现出了新年喜庆热闹，为来宾送上美味可口佳肴、震撼舞龙表演、动感音乐演出，还有宴后派对，让大家高举 Carlsberg 一同喝彩！

马来西亚 Carlsberg 集团董事经理葛利尼（Stefano Clini）在团圆饭上说，“新的一年，为了让各位人士‘合家团圆，喜乐龙龙’，我们再次献上一系列喜庆，从艺术家版农历新年包装、有奖促销到精彩活动，一起与 Carlsberg 消费者、顾客、媒体、朋友迎接龙年。这些新年好康好礼旨在拉满团圆美好喜悦，让每时每刻 #BestWithCarlsberg。”

葛利尼向来宾举杯传递祝福时表示，“有如龙腾飞跃，在此祝福各位龙年欢欢喜喜也顺顺利利，合家团圆也五福临门，每口 Carlsberg 也欢乐连连。”在 Carlsberg 新年市集上，精美艺术家版作品及包装为场面注入年味，伴随大家“启福年”、“启顺年”。该市集将传统与现代相结合，让到访者尽享佳节饮酒氛围、具有醇酒元素的活动，来一场精彩体验，并赢取丰富奖品。

从 2024 年 1 月 25 日至 2 月 4 日在万达广场开跑的 Carlsberg 新年市集上，消费者可以穿行“龙”道，品尝美食料理，入手与合作伙伴的独家联名品，参与工作坊，玩玩游戏，当然还能享用各大场合的最佳良伴——完美冰冷 Carlsberg 啤酒。

以“龙头”入口处为起点，将会有电子版龙门欢迎各位光临，也为接下来的旅途掀开序幕。踏入市集后，即可享用一份免费 Carlsberg 啤酒。欲再获取免费啤酒，消费者就得在遍布市集的四个巨龙挑战（增强现实 AR 游戏）成功过关，以获得黄金机会亲手斟酒，通过现代科技玩转传统！

到访者随后将来到“龙背”寻宝，发现各种酷炫 Carlsberg 新年联名品，包括 TNTCO 游戏套装、限量版 DISSYCO 时尚单品，还有独特 Gumme 饰品。

沉浸于热闹氛围中的同时，到访者还可享有机会赢取丰富奖品及独家 Carlsberg 商品，一旦“擂鼓震响，大吉大利”（Drumming Prosperity Together）挑战成功，即可如愿以偿。在此之前，会有赏心悦目的照相亭让到访者打卡，完美拍下大合照，创造珍贵佳节回忆。

“龙腹”在眼前，意味着人已到美食天堂，一整排皆是深受喜爱的美食料理，必吃的包括由 Soma 酒吧调制的 Carlsberg 顺啤（Carlsberg Smooth Draught）豆腐花及龟苓膏，还有 EM's Cookies 的啤酒花叶软厚曲奇（Hop Leaf soft chunky cookies）。吃货们也可以享用夸父炸串（Kua Food Fried Chuan），以及酷爸 Kuba Eats 令人垂涎的三明治。

此外，CarlsBar 酒吧让啤酒爱好者尽享 Carlsberg 啤酒的绝佳环境。这个悠闲区也将见证鸡尾酒工作坊展开，让消费者尝试调制由调酒师 Jason Julian 设计的 Fortune 鸡尾酒，并且还有 DJ 及街头艺人表演，再增添热闹氛围。此外，周末及公共假期将会有更多工作坊展开，让消费者制作霓虹灯、绘制杯垫，或手创专属 Gumme 饰品。

来到“龙爪”即最后部分，这里以个人风格、自爱自宠为核心。除了为鞋子进行细致清洗，到访者也可做个美甲，焕然一新，并在 MVP 获得免费定制球鞋造型，潮酷十足，还能在十二生肖亭查询 2024 年运势，为来年做好准备。

前来 Carlsberg 新年市集，乐趣满满迎接龙年，从 2024 年 1 月 25 日至 2 月 4 日到访万达广场一楼 Promenade – Link Bridge，或从 2024 年 2 月 2 日至 2 月 4 日莅临槟城葛尼百利宫广场 St. Jo & Festive Square，与 Carlsberg 感受“合家团圆，喜乐龙龙”气息！

更多有关 Carlsberg 新年庆典活动、促销及地点的精彩资讯详情，敬请浏览 www.carlsbergcny.com.my，或跟踪 @CarlsbergMY 脸书专页 (www.facebook.com/CarlsbergMY) 获取最新动态。#理性饮酒，你我有责——牢牢记住“酒后不开车，平安到永久”。

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