

FOR IMMEDIATE RELEASE

Press Statement 13/2017

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## **Probably the Smoothest Beer in the World turns 1!** **Carlsberg Smooth Draught celebrates its 1<sup>st</sup> year of success with a nationwide consumer promotion**

**Shah Alam, May 29, 2017** – Carlsberg Smooth Draught, dubbed *Probably The Smoothest Beer In The World* marked its first year of success with a rewarding consumer promotion nationwide. This product innovation of Carlsberg is the answer to many beer lovers' quest for the smooth sensation of freshly tapped beer anytime anywhere.

Consumers' insights revealed that beer drinkers at eateries like food courts, coffee shops, restaurants, and individuals who enjoy having beers at home yearn for the smooth sensation of a draught beer, which was not readily available then. Tapping on feedback received, Carlsberg Smooth Draught (4.8% ABV) was introduced in 580ml bottle last year. It was launched across big cities and small towns across the Peninsular Malaysia.

Unanimity in consumer response is unmistakable. The brew consistently drew positive feedback. Beer drinkers love the smooth sensation of the Carlsberg Smooth Draught!

"We are privileged that Malaysia is the pioneer among 150 Carlsberg markets in the world to launch Carlsberg Smooth Draught. This is a proud innovation of Carlsberg brand. Carlsberg Smooth Draught offers the signature smoothness and easy to drink profile with nice carbonation, just like a freshly tapped beer," said Charles Wong, Marketing Director of Carlsberg Malaysia.

"After a year in the Malaysian market as a product extension of Carlsberg, Carlsberg Smooth Draught recorded positive growth momentum with over 160,000 consumers have sampled the brew via massive sampling activations. Building on the brands' positive momentum, Carlsberg Smooth Draught has launched in 500ml cans and 320ml cans, making it more affordable and easily availability for consumers anytime anywhere," Wong added.

In celebration of its 1-year anniversary, 16 'Smooth Ambassadors' adorning Carlsberg Smooth Draught bottle 3D structures will make appearance at eateries to engage consumer and promote the consumer promotion from starting from now up to 30 June 2017. Beer lovers who purchase two (2) big bottles of Carlsberg Smooth Draught will stand a chance to win up to 28,000 attractive bonus prizes such as a limited-edition Carlsberg Beer Tower, Carlsberg foldable bag and many more!

For more information on Carlsberg Smooth Draught, please visit [www.smoothdraught.com](http://www.smoothdraught.com). To participate in this consumer promotion and on-ground activations, please follow us on [www.facebook.com/CarlsbergMY](https://www.facebook.com/CarlsbergMY).

#### **About the Carlsberg brand**

Probably the best beer in the world, Carlsberg is the flagship brand in Carlsberg Malaysia, a truly international beer brand available across 150 countries worldwide. The very first Carlsberg beers were brewed by Carlsberg's founder J.C. Jacobsen in Copenhagen, Denmark in 1847 whilst the first locally brewed Carlsberg in Malaysia was in 1972.

Carlsberg, with strong association with football, has been a tournament sponsor of the UEFA EUROs since 1988, is the official Beer of the Barclays Premier League since 2013 and has partnerships with five major national teams including England.

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Incorporated in 1969 and listed on the Main Board of Bursa Malaysia Securities Berhad, Carlsberg Malaysia is part of Carlsberg Group with regional investment in Singapore and Sri Lanka. Our flagship brand – Carlsberg – is one of the best-known beer brands in the world whilst Kronenbourg 1664, Somersby, Asahi Super Dry are among the key premium brands in Malaysia. Approximately 600 people work for the Company, selling our products in a responsible manner and business managed sustainability.

Find out more at [www.carlsbergmalaysia.com.my](http://www.carlsbergmalaysia.com.my) .

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## 堪称世界最顺心顺喉的顺啤满 1 岁了！ Carlsberg 顺啤成功面市 1 周年感恩回馈全国消费人

**莎阿南 26 讯** – 被誉为犹如生啤般顺喉的佳酿 Carlsberg 顺啤 ( *Carlsberg Smooth Draught* ) , 堪称世界最顺心顺喉的顺啤, 正值欢庆面市一周年之际, 以行动感恩回馈全国消费人的支持。Carlsberg 创新研酿了这佳酿, 让啤酒爱好者可以随时随地畅享如鲜取的生啤般顺滑体验。

根据对消费市场的观察, 在顺啤面市之前, 喜爱在食肆如美食中心、咖啡店、餐厅酒家, 甚至在家里享受喝啤酒者, 都渴望获得一种顺喉畅饮的体验。为了顺应需求, 580 毫升瓶装的 Carlsberg 顺啤 ( 酒精含量 4.8% ) 便于去年推出市场, 并在马来西亚半岛各大小城镇销售。由于它于成功顺住消费人的心和喉, 让啤酒爱好者享受顺心顺喉的畅饮快感, 因此赢得了积极评价。

马来西亚 Carlsberg 集团市场总监黄冠中说: “在 Carlsberg 遍布全球 150 个国家的市场之中, 马来西亚很荣幸被选为全球首个推出 Carlsberg 顺啤的市场。Carlsberg 顺啤是 Carlsberg 引以为荣的创新佳酿, 它犹如鲜取的生啤, 含细腻气泡, 拥有绝佳口感, 入喉顺滑。”

他补充说: “作为 Carlsberg 延伸产品的 Carlsberg 顺啤, 在推出马来西亚市场一年之后, 已经取得了正面增长趋势, 并且也有超过 160,000 名消费人已经在各种试喝活动中品尝了这佳酿。随顺产品的强劲势头, 公司也推出分别为 500 毫升及 320 毫升的罐装 Carlsberg 顺啤, 让消费者随时随地买得到、买得起、喝得到。”

在迎接面市一周年之际, Carlsberg 顺啤将由即日起至 6 月 30 日, 派遣 16 位盛装的顺眼品牌大使将莅临食肆, 邀你试喝, 并进行系列促销活动。啤酒爱好者凡购买两 (2) 大瓶装的 Carlsberg 顺啤, 便有机会赢取多达 28,000 份的丰富奖品, 包括限量版的 Carlsberg 啤酒塔 ( *Beer Tower* )、Carlsberg 可折叠袋子等奖品!

关于 Carlsberg Smooth Draught 详情, 请浏览 [www.smoothdraught.com](http://www.smoothdraught.com)。有意参与感恩消费人回馈活动或现场大型活动者, 敬请关注 [www.facebook.com/CarlsbergMY](http://www.facebook.com/CarlsbergMY)。

## **关于 Carlsberg 品牌**

堪称全球最佳啤酒，Carlsberg 不仅是大马 Carlsberg 集团的主打品牌，也是在全球 150 个国家销售的国际啤酒品牌。全世界第 1 桶 Carlsberg 啤酒由创办人 J.C. Jacobsen 于 1847 年在丹麦哥本哈根酿造，本地则是在 1972 年首次酿造 Carlsberg。

Carlsberg 与足球运动的关系密不可分，1988 年开始已经是欧洲冠军联赛的主要赞助商，2013/2015 年成为巴克莱首要联赛的官方啤酒，并且与 5 大主要国家队，包括英国有伙伴关系。

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1969 年成立并在大马交易所主要板上市，大马 Carlsberg 为 Carlsberg 集团区域投资的部分，旗下包括新加坡及斯里兰卡。我们的主打品牌 Carlsberg 是全世界最为人知的啤酒品牌之一。Kronenbourg 1664、Somersby、Asahi Super Dry 则是本地其他优质品牌。公司员工约 600 人，以负责任态度销售产品并维持业务永续发展。

更多详情，请浏览 [www.carlsbergmalaysia.com.my](http://www.carlsbergmalaysia.com.my)。