

FOR IMMEDIATE RELEASE

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Cheers to Probably the Best Brewery Tour

Carlsberg hosts massive 170th birthday bash in Copenhagen and Shah Alam

Shah Alam, 9 June 2017 – Carlsberg, *Probably the Best Beer in the World*, is turning 170 years young this November! Living to its brand promise of delivering *Probably the Best* experience, Carlsberg figured what better way to celebrate this anniversary than to host Probably the Best Brewery Tour campaign with 20 beer lovers to its homeland in Copenhagen and another 1,800 beer fans to a VIP brewery tour ex-beer-ience in Shah Alam.

“Carlsberg - Probably the Best Brewery Tour is an integrated marketing campaign launched in conjunction with Carlsberg’s 170th years of beer discoveries as *Probably the Best Beer in the World*. As a brand, we want to celebrate this momentous milestone with our loyal consumers. Fans who join this tour will get to see, hear, touch, smell and taste the natural quality ingredients of our brews – whether while enjoying the Probably the Best Brewery Tour in Copenhagen or while partying VIP-style in Shah Alam,” Charles Wong, Marketing Director of Carlsberg Malaysia shared.

Exclusive trip to Carlsberg’s homeland in Copenhagen

Ten (10) grand prize contest winners will score a 6D5N all-expense paid exclusive trip to explore Carlsberg’s homeland in Copenhagen, Denmark! These winners who get to bring along a friend, will go on an exclusive tour to normally restricted areas of Carlsberg grounds such as the Cellars, the Carlsberg Lab and the Carlsberg Academy. This is a money-can’t-buy opportunity to immerse themselves in the rich heritage of Carlsberg while taking a stroll along the iconic Carlsberg brewhouse, walk in the footsteps of the founder, J.C. Jacobsen, by visiting his family villa, dine at the Carlsberg museum and join the Street Party, which will be held in Carlsberg Byen.

What’s more, they will also visit the famous Little Mermaid sculpture by the waterside at Langelinie promenade; the Ny Carlsberg Glyptotek art museum; and the Carlsberg Foundation. Just so you know, all these landmarks have strong connection with the Carlsberg founder, his family, and his profound interest in arts and science.

VIP brewery tour ex-beer-ience in Shah Alam

Fret not for those who are not keen to travel abroad. Carlsberg is bringing the party closer to you and your friends. 300 first prize contest winners will get to bring five (5) friends to enjoy the VIP hospitality at Probably the Best Brewery Tour in Shah Alam. This is not an ordinary brewery visit as these lucky winners and their friends will have a personal chauffeur to fetch them from their door step to and fro Probably the Best Brewery, which is the first Carlsberg brewing hub in Asia outside Denmark. Yes, we are talking about riding in in a luxury MPV, welcomed by brand ambassadors at Probably the Best Lounge, guided tour of Probably the

Best Brewhouse where consumers will indulge in beer sensory, pour their own perfect pint, presented with a personalised gift, and a night long of probably the best ex-beer-ience.

Of course, it wouldn't be a birthday party without fun time with friends for a few rounds of games and entertainment. The newly upgraded Probably the Best Lounge is now equipped with iDarts, iPong (electronic beer table tennis) and Karaoke machine. There will be beer-related quizzes that comes with fabulous prizes too. An extra touch of comfort for winners from outside Klang Valley areas – accommodation will be provided for them and their friends at a 4-star hotel just a stone's-throw away from Probably the Best Brewery.

How to participate?

Consumers are required to present a bottle cap with “Carlsberg Malaysia 2017” icon printed underneath it, either from Carlsberg 640ml bottle or Carlsberg Smooth Draught 580ml bottle, from any participating coffee shops, food courts, hawker centres and Chinese restaurant will win the first prize of Probably the Best Brewery Tour for six (6) in Shah Alam. Bottle caps with “Copenhagen 2017” icon is the grand prize of Probably the Best Brewery Tour for two (2) to Copenhagen, Denmark.

Consumers who spend a minimum of RM30 on Carlsberg or Carlsberg Smooth Draught in a single receipt at selected bars, pubs, hypermarkets, supermarkets and convenience chain outlets stand a chance to win by answering a simple question via WhatsApp or WeChat.

This promotion will run from now up to 31 July 2017. During this promotion period, consumers who collected thirty-six (36) crown corks with “Hop Leaf 2017” icon can redeem a limited-edition Carlsberg bath towel while twelve (12) crown corks with the same icon can redeem a 320ml can of Carlsberg Smooth Draught.

For more information about Carlsberg, please visit www.probablythebest.com.my.

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 140 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.

For further enquiries, please contact:

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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 .

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为‘堪称最佳啤酒厂之旅’饮胜

Carlsberg 一连在哥本哈根及莎阿南普天同庆 170 周年庆典

莎阿南 9 日讯 – *堪称世界最佳啤酒* 的 Carlsberg 将在今年 11 月迎来其 170 周年的大喜日子！为了完美诠释*堪称最佳*体验的品牌承诺，Carlsberg 费尽思量谋划了“堪称最佳啤酒厂之旅”将把 20 位爱啤酒之人送往 Carlsberg 的发源地哥本哈根，另邀 1,800 位 Carlsberg 忠实粉丝以贵宾身份来一趟莎阿南啤酒厂之旅。

马来西亚 Carlsberg 集团市场总监黄冠中分享说：“Carlsberg - 堪称最佳啤酒厂之旅，则为了配合堪称世界最佳啤酒迎接 170 周年庆而推动的综合行销活动，让啤酒客们可以来一趟啤酒探秘之旅。作为一个悠久品牌，我们更要与忠实消费者一起庆祝这个重要的里程碑。然而有幸加入啤酒厂之旅的粉丝，无论是身在哥本哈根参加堪称最佳啤酒厂之旅，或莅临莎阿南参与贵宾级派对，都将可以目睹、耳听、手摸、鼻闻和口尝酿造啤酒的天然上品原料。”

哥本哈根探秘啤酒之旅

十(10)份大奖的优胜者将可以获得 6 天 5 夜旅费全包之旅，参访 Carlsberg 发源地丹麦的哥本哈根！优胜者们将参观 Carlsberg 一向谢绝访客的重地，如酒窖、Carlsberg 实验室及 Carlsberg 学院。这是毕生难得的一趟旅程，以探索 Carlsberg 丰厚的文化底蕴，同时参观标志性的 Carlsberg 啤酒酿造厂、走访创办人 J.C. Jacobsen 家族的别墅，走一趟他走过的道路，并停留在 Carlsberg 博物馆用餐，然后再前往 Carlsberg 啤酒厂参加街道派对。

不仅如此，这批幸运的爱啤酒之人还可以前往参观设立在 Langelinie 长廊沿岸的著名美人鱼雕像；新 Carlsberg 艺术博物馆 (Ny Carlsberg Glyptotek art museum)；及 Carlsberg 基金会 (Carlsberg Foundation)。你就可以从中了解，原来这些地标建筑与 Carlsberg 创办人、他的家族和他所热爱的艺术和科学，都有着密切的关系。

莎阿南啤酒厂贵宾级之‘俏啤’体验

至于不热衷出国旅行者也不必烦恼，Carlsberg 就把派对设得更贴近你。300 位二奖得主各可邀请五 (5)位亲友前往莎阿南啤酒厂，参加堪称最佳啤酒厂之旅，享受贵宾级的礼遇。这是一趟非同寻常的啤酒厂之旅，得奖者和亲友们在都可以享受备有私家车夫的豪华休旅专车前往他们家门口接送，以往返堪称最佳啤酒厂，即 Carlsberg 在丹麦以外所设立的亚洲第一家啤酒厂。当幸运的优胜者和亲友一抵达堪称最佳酒廊，品牌大使就亲临迎接，并导览参观堪称最佳啤酒厂，让他们亲自盛酒畅饮，赠送礼品，并让幸运儿们沉浸在漫漫长夜堪称最佳‘俏啤’体验。

当然，如果没有和亲友们玩几轮趣味游戏娱乐，那就不算是一场生日派对了。他们可在近期刚提升的堪称最佳酒廊，享用现有设备 iDarts（电子飞镖），iPong（电子啤酒乒乓），还有卡拉 OK 机。现场还准备了与啤酒有关的问答比赛，丰富的奖牌待赢取。而来自吧生谷以外的优胜者和他们的亲友团还可以获得住宿，下榻邻近堪称最佳啤酒厂的 4 星级酒店。

那又要如何参加呢？

要成为首奖得主的人士，只需向参与的咖啡店、美食坊、小贩中心及华人餐馆购买一瓶 640 毫升的 Carlsberg 啤酒或 580 毫升的 Carlsberg 顺啤即可。开瓶时，请检查瓶盖内是否印制“Carlsberg Malaysia 2017”的标志，如有，就是赢取了一趟莎阿南堪称最佳啤酒厂之旅的六 (6) 人行。一旦瓶盖内出现“Copenhagen 2017”标志，就意味着，赢得了一趟丹麦哥本哈根堪称最佳啤酒厂之旅的双 (2) 人行。

而凡在特定酒吧、酒廊、霸级市场及便利连锁店，在单一收据消费至少 RM30 购买 Carlsberg 啤酒或 Carlsberg 顺啤，消费者只需通过 WhatsApp 或微信 WeChat 回答一道简单的问题，就有机会赢奖。

这项促销活动由即日起至 2017 年 7 月 31 日截止。而在这段期间，凡消费者收集三十六 (36) 个印制啤“酒花叶 2017” (“Hop Leaf 2017”) 标志的瓶盖，就可兑换精致限量版 Carlsberg 浴巾，至于收集十二 (12) 瓶盖者，则可兑换一罐 320 毫升的 Carlsberg 顺啤。

关于 Carlsberg 详情, 敬请浏览 www.probablythebest.com.my.

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。