

FOR IMMEDIATE RELEASE

Press Statement 35/2019

11 September 2019

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Carlsberg Red Barley Back for The Reds

Carlsberg unites Liverpool FC fans with more of its special-edition commemorative brew

SHAH ALAM, 11 September 2019 – Carlsberg Malaysia is paying tribute to the indomitable spirit of Liverpool FC with 2,500 bottles of its special-edition Carlsberg Red Barley for the second time this year, in response to the overwhelming enthusiasm from Malaysian fans.

Carlsberg Red Barley is a visually stunning beer, inspired by legendary Liverpool FC manager Bill Shankly when he made the iconic decision in 1964 to dress his players in all red – making them “look like giants... and... play like giants” in his words, winning the FA Cup for the first time at Wembley six months later. Not only is the Carlsberg Red Barley bottle, label and cap red, the beer itself is a crimson red!

Unlike other ‘red’ beers such as red ales or beers with fruit added, Carlsberg Red Barley is a special-edition 4.5% ABV (alcohol by volume) pilsner that gets its distinctive colour from a barley variety that is specially curated and bred by the scientists at the Carlsberg Research Laboratory, giving it the clean, crisp and slightly hoppy taste expected from a traditional pilsner.

Due to the barley’s commercial rarity, Carlsberg Red Barley was produced in very limited quantities for the global market, with only a handful of bottles offered via lucky draw at selected outlets in Malaysia during The Reds championship-winning finals against Tottenham Hotspur in June.

Ted Akiskalos, Managing Director of Carlsberg Malaysia, said, “Carlsberg’s support of Liverpool FC since 1992 represents the longest-lasting partnership in the Premier League. We heard you, fans in Malaysia, and we have pulled together to bring in more of this collectible brew which deserves a place on any trophy cabinet as a tribute to the Reds.”

Liverpool FC fans can look forward to collect this commemorative brew simply by enjoying Probably The Best Beer at more than 80 outlets nationwide in conjunction with Probably The Best Football Viewing Parties.

Consumers who purchase three big bottles of Carlsberg Danish Pilsner or Carlsberg Smooth Draught at participating coffeeshops and restaurants as well as Carlsberg drinkers at participating bars, pubs and bistros will receive a game card and stand to win the special-edition

Carlsberg Red Barley at Probably The Best Football Viewing Parties between 14 September to 28 September 2019, coinciding with Liverpool FC's matches with Newcastle, Chelsea, and Sheffield United.

No one is excluded from the red fever as Carlsberg will also run an online contest across Malaysia to award 5 lucky winners with the iconic red brew, which will come with the new Carlsberg premium stem glass and in a collector's gift box that opens to reveal a video tribute to The Reds in the lid! Simply like and follow the Carlsberg MY Facebook page and look out for your chance to win!

"We're incredibly proud to be part of the Liverpool FC family for decades with Probably The Best Partnership in the Premier League. As two iconic names, Carlsberg and the Club are as inseparable as the enjoyment of our quality brews alongside the beautiful game, and we hope fans enjoy Carlsberg Red Barley as much as we went all red for The Reds," added Akiskalos.

For more details on Carlsberg Red Barley, contest mechanics and participating outlets, visit www.probablythebest.com.my or the Carlsberg MY Facebook page at www.facebook.com/CarlsbergMY.

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For further enquiries, please contact:

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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.

供即时发布

新闻稿 35/2019
2018 年 9 月 11 日

Carlsberg Red Barley 卷土重来力撑红军

Carlsberg 引进更多珍藏级特酿啤酒汇聚利物浦球迷

莎阿南 11 日讯 – 马来西亚 Carlsberg 在庞大马来西亚红军球迷的无比热情感召下，再度引进 2500 瓶特酿 Carlsberg Red Barley，以向气势如虹的利物浦球队致敬。

利物浦传奇主帅香克利 (Bill Shankly) 于 1964 年决定让球员换上标志性的全身红色球衣，让球员们看起来就像巨人一样，踢起球来也像巨人一样，六个月后，球队也成功在温布利足总杯赛夺得首个冠军。色泽鲜红夺目的 Carlsberg Red Barley 就因这个启发而创酿的，它不仅瓶子红色，连标签、瓶盖，甚至酒体都是赤红色的！

Carlsberg Red Barley 有别于其他红艾尔啤酒或添加水果的‘红色’啤酒，这一款酒精含量 4.5% 的限量版啤酒，是以 Carlsberg 实验室专家精心培育的大麦酿造而成，它的酒体呈现与众不同红色，口味清爽，并夹带着传统皮尔森啤酒所有的那种微微啤酒花口感。

有鉴于大麦无法商业量产，Carlsberg Red Barley 的产量也非常有限，无法全面供应全球市场，因此，在六月份的红军对垒托登罕热刺的冠军争夺战举行之际，唯有通过抽签方式赠送于幸运的马来西亚红军球迷。

马来西亚 Carlsberg 董事经理泰德艾天赐说：“自 1992 年开始，Carlsberg 便与利物浦在英超建立了源远流长的合作伙伴关系。因此，Carlsberg Red Barley 就是一款最完美的特酿啤酒，庆贺这项成就以及凝聚中坚不移的球迷们。各位马来西亚红军球迷，我们深谙你们的心意，并在你们的热情的感召下，为你们的奖杯橱柜带来更多珍藏级啤酒，以向红军致敬。”

现在是利物浦球迷们的第二个机会收藏这款具有纪念价值的啤酒，他们可以前往全马 90 间销售处参加堪称最佳看球派对畅饮堪称全球最佳啤酒，即可珍藏这款稀珍啤酒。

消费人于 9 月 14 日至 28 日期间，前往超过 80 家特选咖啡店及餐厅，参与酒吧、酒廊及小酒馆参与堪称最佳看球派对观赏利物浦对垒纽卡斯尔、切尔西及谢菲尔德联队时，购买 Carlsberg 丹麦皮尔森或 Carlsberg 顺啤即可获得一张游戏卡，并有机会赢取限量版 Carlsberg Red Barley。

红军热潮来袭，人人有份参与，Carlsberg 也进行全国性网上游戏，让 5 名幸运儿将可以把包装精美的标志性红色啤酒及崭新 Carlsberg 精致酒杯带回家，而礼盒的盖子亦藏有向红军致敬的影片！公众只要密切跟随 Carlsberg MY 脸书专页，即可找到赢奖的机会。

艾天賜补充说：“我们非常自豪能与利物浦球会携手走过数十载，彼此的合作关系堪称英超之最。Carlsberg 与利物浦球会，两个响当当的名字将佳酿与美妙比赛撮合一起。我们希望球迷们喜爱 Carlsberg Red Barley 就如他们喜爱红军一样。”

欲知更多有关 Carlsberg Red Barley, 竞赛方法及参与的销售处，浏览 www.probablythebest.com.my 或登录 Carlsberg 脸书专页 www.facebook.com/CarlsbergMY。

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