

FOR IMMEDIATE RELEASE

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Carlsberg Smooth Draught Heats Up the Street with World of Smooth 2025

A multi-sensory exploration of spicy bites, smooth beer, surprise drops, and pure good vibes done #BestWithCarlsberg

KUALA LUMPUR, 24 October 2025 - Things are about to get real spicy and Carlsberg is cooling it down in the smoothest way with World of Smooth 2025. A nationwide celebration of Malaysia's fiery food culture — perfectly paired with the smoothest beer in town. From September to November, fans can expect one-of-a-kind experiences, from flavourful food trails to music-fuelled alleyway takeovers that turn everyday hangouts into smooth and unforgettable moments.

World of Smooth 2025 kicks off with the Smooth & Spicy Food Trail — a flavour-packed adventure across Malaysia's hottest eats. From *kurau cili garam* in Malacca to tongue-tingling mala hotpot in Johor, each stop delivers fiery flavours, perfectly balanced with the signature smoothness of Carlsberg Smooth Draught. The trail is a flavour journey where every bite turns up the heat, and every sip of Carlsberg Smooth Draught cools it down just right.

Every location has been handpicked for the ultimate pairing experience, where Carlsberg Smooth Draught's easy-pour pull-off cap, smooth-as-silk finish, and refreshing body prove that it's made for spice. Whether you're sweating over *sambal* or indulging in aromatic Thai delicacies, an ice-cold Carlsberg Smooth Draught resets your palate and keeps the taste adventure going strong — because hot flavours deserve a beer that can keep up.

Carlsberg is also collaborating with MiX store to launch the Smoothest Self-Heating Steamboat Set, a portable, fiery-hot feast that's ready in 15 minutes. Just pour in a can of Carlsberg Smooth Draught to boost flavour and tame the heat. You can even customise the beer's intensity by pouring 100%, 50%, or 30% — depending on how smooth you would like your steamboat experience. With punchy soup bases and premium ingredients, it's the ultimate pairing for spice chasers on the go.

"With World of Smooth 2025, we're levelling up the 'Spicy Trail' journey. Food is at the heart of Malaysian culture, and our passion for spicy flavours deserves to be celebrated alongside the effortlessly smooth brew that is Carlsberg Smooth Draught. At Carlsberg, it's always been about more than just beer, it's about delivering experiences that are unique, cool, and right on trend. From spicy food collabs to the coolest tunes, this campaign brings together everything that's made #BestWithCarlsberg," said Olga Pulyaeva, Marketing Director of Carlsberg Malaysia.

The big World of Smooth showcase? CarlsCrib: Smooth Edition — a two-day experiential takeover happening from 14 to 15 November at Sentul Depot, Kuala Lumpur — designed to be an immersive hangout built for foodies, music heads, and beer lovers alike. Guests can explore a curated line-up of spicy food flavours from around the region, challenge their taste buds across escalating heat levels, and chill out with an ice-cold Carlsberg Smooth Draught at every turn.

But the heat doesn't stop there. The weekend is set to light up with a fiery lineup of international and local acts, headlined by Shiga Lin, the Hong Kong singer and actress bringing the Fiery Heatwave. The



beats keep rolling with Tydel delivering smooth sonic vibes and YuNoHoo turning up the heat with Indian-influenced rap rhythms. Over at the DJ stage, expect full-throttle energy from DJ Angemi (Italy), DJ Roxy June (Thailand), and local favourite DJ Tick. For those craving something live and loud, Fang Kong will bring the house down with raw, immersive music. So, what are you waiting for? Register now at <https://carlscrib.my/> and redeem a complimentary Carlsberg Smooth Draught!

Turning up the vibes, Carlsberg Smooth Draught is also dropping the smoothest collectible of the year – a series of limited-edition mini-Bluetooth speakers, designed to bring the full flavour of the World of Smooth to life. Each speaker comes in a mystery blind box featuring five vibrant designs — and for the lucky few, one secret exclusive version is hidden inside, waiting to be collected!

Happening now until November 2025, every purchase of Carlsberg Smooth Draught could land consumers one of these ultra-coveted sonic sidekicks. Whether it's buying RM90 worth of Carlsberg Smooth Draught at the local pub, six big bottles at your favourite eateries or picking up two 6-can packs at super-hyper markets, 99Speedmart or online sites, beer lovers stand a chance to score this ultimate smooth companion.

Want the full set? Hit up the convenience store promo — just buy any Carlsberg Smooth Draught can at participating stores for a chance to win all speaker designs in an exclusive bundle.

Whether you're chasing heat, beats, or just the next cool hangout, World of Smooth 2025 is where it's all going down. Grab your crew, and get ready to taste, vibe, and unbox your way through the best and smoothest celebration of the year.

For more details, visit <https://bestwithcarlsberg.my/wos/>. And remember to always **#CELEBRATERESPONSIBLY**. If you drink, don't drive. For non-Muslims aged 21 and above only.

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About Carlsberg Malaysia Group

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, and regional presence via exports.

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 and Wheat. Our international premium brews including France's premium beers 1664 Brut, 1664 Blanc and 1664 Rosé, as well as iconic first beer of Japan, Sapporo Premium Beer, European cider Somersby, British-inspired Connor's Stout Porter and US award-winning craft beer Brooklyn Brewery as well as Tuborg Strong. Our local brands include SKOL, Royal Stout and Nutrimalt. Our products are for non-Muslim consumers aged 21 and above in Malaysia or aged 18 and above in Singapore. Please **#CELEBRATERESPONSIBLY** – if you drink, don't drive!

Our 640 performance-driven employees are guided by our Purpose of *Brewing for a Better Today and Tomorrow* and we are committed to delivering on our ESG programme of Together towards ZERO and Beyond in our quest to achieve net zero carbon emissions throughout our value chain by 2040. Find out more at www.carlsbergmalaysia.com.my

Carlsberg Smooth Draught World of Smooth 2025 火辣登场

欢乐的氛围感、香辣美食、顺滑啤酒、以及惊喜好礼迎来多感官体验 一切都#BestWithCarlsberg

（吉隆坡 2025 年 10 月 24 日讯）辣爽冰爽体验，顺滑揭幕！Carlsberg Smooth Draught 火热呈献 World of Smooth 2025，盛大展现马来西亚香辣美食文化，与全城最顺滑的啤酒 Carlsberg Smooth Draught 的完美搭配。从 9 月至 11 月，消费者可期待一系列难忘体验——从美食快感到音乐爆发力，让日常聚会升华为顺滑又难忘的精彩时刻。

World of Smooth 2025 以《顺顺辣个 GO!》（Smooth & Spicy Food Trail）火辣登场，正式拉开序幕！走进全马最火热、最火辣美食餐馆，开启一场风味满满的辣味之旅。从马六甲的娘惹椒盐马友鱼（Kurau Cili Garam），到柔佛的麻辣火锅，每一站都辣劲十足，搭配 Carlsberg Smooth Draught 的招牌顺滑口感，达到完美平衡。《顺顺辣个 GO!》跨城吃辣，每一口都刺激味蕾，再以一口冰霜的 Carlsberg Smooth Draught 为你下一下火，让辣爽体验更尽兴！

每个地点都经过精心挑选，只为献上绝佳餐酒搭配体验，Carlsberg Smooth Draught 凭借顺拉瓶盖、顺滑口感与顺爽酒体，堪称辣味美食的绝佳拍档。无论是吃叁巴酱吃到满头大汗，还是尽情享受香浓的泰式料理，一口冰爽的 Carlsberg Smooth Draught 就是吃辣的最佳拍档，因为它能瞬间中和刺辣的口感，让你可以继续大快朵颐。

嘉士伯也携手 MiX 便利店推出“酒香辣爽自热锅组合”（Smoothest Self-Heating Steamboat Set），便携式火辣打边炉，只需 15 分钟即可享用。酌入 Carlsberg Smooth Draught，为香辣汤底注入醇香与层次，巧妙升华整体风味。可依个人喜好倒入 30%、50% 或 100% 的酒量，打造专属于你的完美火锅体验。香辣浓郁的汤底搭配优质料包，再来一口顺滑啤酒，绝对是嗜辣者的最佳拍档！

马来西亚 Carlsberg 集团市场总监奥加尔（Olga Pulyaeva）表示，“通过 World of Smooth 2025，我们提升了辣味美食的体验。美食是大马文化的重要部分，而我们对香辣料理的热爱，是值得举杯庆祝，当然也少不了 Carlsberg Smooth Draught 的顺滑相伴。嘉士伯一直以来不仅专注酿造优质啤酒，更致力于打造独特、酷炫、引领潮流的体验。从香辣美食合作到最酷的音乐，这一波操作完全以 #BestWithCarlsberg 方式献上。”

作为 World of Smooth 的重头戏，CarlsCrib: Smooth Edition 将从 11 月 14 至 15 日点燃吉隆坡 Sentul Depot。这场体验式活动专为吃货、音乐迷及啤酒爱好者打造，汇聚热辣美食、劲爆节奏与顺滑啤酒，让大家齐聚一堂。来宾可探索多款亚洲香辣料理，挑战不同等级的辣味料理，并在每一口辣味之后，畅饮冰爽的 Carlsberg Smooth Draught，感受味蕾的焕新与顺滑的平衡。还等什么？立即登入 <https://carlscrib.my/>，注册并领取一瓶免费的 Carlsberg Smooth Draught 吧！

为了让这场为期两天的盛会持续升温，演出阵容将带来火力全开的节奏冲击。国际压轴由香港歌手兼演员连诗雅（Shiga Lin）领衔登场，带来“炙热浪潮”魅力；本地代表则包括新生代乐队 Tydel 与融合印度风格的说唱歌手 YuNoHoo，展现多元音乐能量。现场设有 DJ 舞台，由意大利的 DJ Angemi、

泰国的 DJ Roxy June，以及马来西亚本地人气 DJ Tick 轮番上阵，带动全场气氛。此外，Fang Kong 也将把 livehouse 舞台搬进活动现场，以原声音乐震撼观众，带来沉浸式听觉体验。

此外，Carlsberg Smooth Draught 还推出了本年度最酷收藏品——限量版迷你蓝牙音箱系列，以生动设计与动感音效，完美呈现 World of Smooth 的精彩氛围。音箱以盲盒形式送出，共有五款炫彩设计，其中一款更是隐藏版，等待幸运儿揭晓与收藏！

从即日起至 2025 年 11 月，消费者可把握机会赢取限量版迷你蓝牙音箱，只需购买 Carlsberg Smooth Draught 即可参与。无论是在邻近酒吧消费满 RM90、在餐饮店共享或打包 6 大瓶，或是在超市、霸市、99 Speedmart 连锁超市及线上平台购买两组 6 罐装，皆有机会获得这款超人气的顺滑好礼！

想要集齐整套音箱？那就别错过便利店促销活动！只需前往参与活动的门店，购买罐装 Carlsberg Smooth Draught，即有机会赢取独家套装，内含全部五款限量版迷你蓝牙音箱设计，让你一次收藏齐全！

无论你是想感受热辣节奏，还是寻找下一个酷炫聚点，一切尽在 World of Smooth 2025！召集你的好友圈，一起品尝、感受、打卡这场年度最火、最顺滑的盛典！

更多详情，请浏览 <https://bestwithcarlsberg.my/wos/>。嘉士伯产品和活动仅限年龄 21 岁以上的非穆斯林人士，并请谨记：酒后不开车，开车不喝酒！

-完-

欲获取更多资讯，请扫描以下二维码：



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关于马来西亚 Carlsberg 集团



马来西亚 Carlsberg 集团（Carlsberg Brewery Malaysia Berhad）于 1969 年 12 月成立，是一家灵活酒商，业务遍布马来西亚和新加坡，并在斯里兰卡一家酒厂持有股份，也通过出口市场扩大区域范围。

本集团旗下国际品牌组合包括堪称全球最佳啤酒——Carlsberg Danish Pilsner、Carlsberg Smooth Draught、Carlsberg Special Brew 及 Carlsberg Alcohol Free Pilsner and Wheat，还有国际优质啤酒：法国优质啤酒 1664 BRUT、1664 Blanc 及 1664 Rosé、日本标志性首个啤酒 Sapporo Premium Beer、欧洲苹果酒 Somersby、英伦式 Connor's Stout Porter、美国屡获殊荣精酿啤酒 Brooklyn Brewery，以及 Tuborg Strong。本地品牌包括 SKOL、Royal Stout、Nutrimalt。本集团旗下产品仅供马来西亚年龄 21 岁以上、新加坡年龄 18 岁以上的非穆斯林消费者饮用。理性饮酒，你我有责，时时刻刻牢记记住“酒后不开车，开车不喝酒”！**#CELEBRATERESPONSIBLY**

我们共有 640 名员工，皆以绩效为驱动力，并秉承“酿造更美好的今天和明天”（Brewing for a Better Today and Tomorrow）宗旨，我们致力于实施“共同迈向并超越零目标”（Together towards ZERO and Beyond）ESG 计划，以实现到 2040 年全价值链净零碳排放目标。敬请浏览 www.carlsbergmalaysia.com.my 了解更多。