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FOR IMMEDIATE RELEASE

Sapporo Marks 150 Years as the Iconic First Beer of Japan

A manga-inspired limited-edition can design and immersive lifestyle experiences honour a brewing legacy shaped by Japanese artistry, precision and craftsmanship since 1876

SHAH ALAM, 5 August 2026 – Behind every Sapporo brew and every manga illustration lies the same dedication to craftsmanship, quality and mastery. As Sapporo marks 150 years as the Iconic First Beer of Japan, Carlsberg Malaysia brings that spirit of Japanese craftsmanship to life through manga-inspired limited-edition cans and immersive lifestyle experiences in Malaysia that celebrate Sapporo brewing legacy since 1876.

At the heart of the celebration is a limited-edition can curated in collaboration with renowned Japanese manga artist Hiroki Ishizawa. Featuring the founder of Sapporo – Seibei Nakagawa, the design reflects the discipline behind Japanese craftsmanship and the pursuit of quality. From his adventurous spirit and resilience to the skill behind his craft, a remarkable brew was born. Through bold manga-inspired illustrations, the limited-edition cans transform Sapporo's 150-year journey into a collectible expression of Japanese craft, culture and creativity.

Consumers can now journey through Sapporo's 150-year legacy at their fingertips, as the brand's story comes to life through a dedicated manga-inspired anniversary experience. Discover the Iconic First Beer of Japan's digital story at <https://www.sapporobreweries.com/brands/spb/150th/en/>.

"In Malaysia, consumers are increasingly drawn to premium brands that offer more than quality alone — brands with a strong identity, authentic story and experiences that feel meaningful. The Sapporo limited-edition brings the brand's story to life for consumers here, honouring its heritage as the iconic first beer of Japan while strengthening its relevance with discerning beer consumers," said Stefano Clini, Managing Director of Carlsberg Malaysia.

While the anniversary pays tribute to Sapporo's heritage, the celebration invites consumers to experience Japanese craftsmanship in Sapporo's own way. Through Sapporo's website: <https://www.sapporobeermy.com/>, consumers can upload a photo and see themselves reimagined as a manga character inspired by Japanese illustration styles. The first 1,500 participants will receive a complimentary personalised manga lanyard delivered directly to their doorstep. Upon full redemption of the lanyards, participants will receive a RM10 Shopee e-voucher to redeem on your next purchase of Sapporo Premium Beer.

In addition, Sapporo brought its anniversary celebrations across Klang Valley through a series of lifestyle activations. Following immersive brand experiences at Plaza Arkadia, Desa ParkCity on 24 July – 26 July 2026 and Pavilion Bukit Jalil on 31 July to 2 August 2026, the celebration continues at ING Live Kuala Lumpur. Consumers can immerse into Sapporo's 150-year journey through manga-inspired installations, capture personalised moments at the AR photobooth and take on interactive experiences inspired by Japanese beer craftsmanship.

At ING Live Kuala Lumpur, consumers can put their speed and precision to the test in the Samurai Slash Challenge and master the 'Perfect Pour' beer-tapping experience, offering a playful nod to the artistry and craftsmanship that have defined Sapporo for generations. Adding to the excitement, the top Sapporo spender at ING Live Kuala Lumpur will win also a RM30,000 trip for two to Sapporo, Japan, discovering the city where the brand first began.

The celebration also extends to selected super-hypermarkets across Peninsular Malaysia, where consumers can participate in the Samurai Slash Challenge and redeem personalised manga lanyards with the purchase of Sapporo products, while stocks last.

Shoppers can also look out for Sapporo's limited-edition 150th Anniversary promotional pack, featuring eight limited-edition cans and an exclusive Sapporo 150th Anniversary glass, inspired by Mount Yotei in Hokkaido – the birthplace of Sapporo Premium Beer; available for a limited time only.

Together, these anniversary experiences bring 150 years of Japanese craftsmanship to life in contemporary and memorable ways — from collectible can designs and manga-inspired experiences to moments shared over a glass of Sapporo.

For more information and the latest updates, visit and follow @SapporoMY on Facebook and Instagram. All promotions and activities are open to non-Muslims aged 21 and above. When purchasing and enjoying Sapporo Premium Beer, remember to always **#CELEBRATERESPONSIBLY**: if you drink, don't drive.

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For more information, please scan:



For further enquiries, please contact:

Contacts
Media Relations:



**Carlsberg Brewery
Malaysia Berhad**
19196901000792
(9210-K)

55 Persiaran Selangor,
Seksyen 15,
40200 Shah Alam,
Selangor Darul Ehsan,
Malaysia.

Tel +603 5522 6688
Fax +603 5519 1931
mycorpaffairs@carlsberg.asia
facebook.com/CarlsbergMalaysia
instagram.com/CarlsbergMalaysia

Team Carlsberg Malaysia:

Joanne Song, Brand Manager

+603-55226688

joanne.jw.song@carlsberg.asia

Ee Lin Wong, Manager, Corporate Affairs & Sustainability

+603-55226 404

eelin.wong@carlsberg.asia

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 Blanc and 1664 Rosé, as well as iconic first beer of Japan, Sapporo Premium Beer, fruity-flavoured alcoholic brand Somersby, British-inspired Connor's Stout Porter, China's pride ChongQing Beer, 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 878 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 Brewing Tomorrow in our quest to achieve net zero carbon emissions throughout our value chain by 2040. Find out more at www.carlsbergmalaysia.com.my

供即时发布

日本标志性首个 Sapporo 啤酒迎来 150 周年

限量版漫画纪念罐结合沉浸式体验，致敬自 1876 年以来传承至今的日本匠心工艺与酿造精神

（莎亚南 2026 年 8 月 5 日讯）每一罐 Sapporo 啤酒与每一幅漫画作品背后，都蕴含着同样对匠心工艺、品质与卓越追求的坚持。适逢 Sapporo 迎来创立 150 周年，马来西亚 Carlsberg 集团透过限量版漫画纪念罐与沉浸式生活体验活动，将日式匠心工艺精神带到马来西亚，向品牌自 1876 年以来传承至今的酿造传统致敬。

与著名日本漫画家石泽宽伎（Hiroki Ishizawa）合作共创的限量版罐装，成为了周年庆亮点之一。设计以 Sapporo 创始人中川清兵卫（Seibei Nakagawa）为主角，通过极具张力的漫画风格插画，展现其勇于探索、坚毅不屈的精神，以及对品质与酿造工艺始终如一的坚持。限量版纪念罐不仅重现 Sapporo 150 年的品牌历程，更将日本匠心工艺、文化传承与创意巧思浓缩于设计之中，成为别具意义的收藏纪念品。

消费者如今只需动动手指，即可穿越 Sapporo 150 年的传承，品牌故事以日漫格式生动呈现，带来专属周年庆体验。浏览 <https://www.sapporobreweries.com/brands/spb/150th/en/>，以数位故事发现日本标志性首个啤酒。

马来西亚 Carlsberg 集团董事经理葛利尼（Stefano Clini）表示，“如今马来西亚消费者选择高端品牌时，看重的已不只是产品品质，更重视品牌背后的故事、传承，以及所带来的独特体验。Sapporo 限量版纪念罐以更生动的方式呈现品牌故事，让消费者进一步认识这个日本首个啤酒品牌的悠久历史与酿造传承，同时也更贴近追求品质与品味的啤酒消费者。”

周年庆在致敬 Sapporo 悠久历史之余，也邀请消费者以各自方式体验日本精湛工艺。消费者可通过 Sapporo Premium Beer 官网 <https://www.sapporobeermys.com/> 上传照片，将自己的照片化身为日漫风格人物形象。作为特别奖励，首 1500 名参与者将获赠个性化日漫风格挂绳，还直送到宅。挂绳送完以后，参与者可获得一张价值 RM10 的 Shopee 电子优惠券，可在下次购买 Sapporo Premium Beer 时使用。

为纪念这一重要里程碑，Sapporo 把周年庆带到巴生谷地区，并为此展开了一系列活力现场活动。继于 2026 年 7 月 24 日至 26 日在帝沙城市园（Desa ParkCity）的 Plaza Arkadia，以及于 2026 年 7 月 31 日至 8 月 2 日在武吉加里尔柏威年广场（Pavilion Bukit Jalil）举办沉浸式品牌体验活动后，周年庆活动如今将延续至吉隆坡 ING Live。消费者可透过日漫风格装置艺术，探索 Sapporo 150 年的发展历程，并在增强现实（AR）照相亭拍下专属时刻，同时参与以日本匠心工艺为灵感的互动体验。

在吉隆坡 ING Live 现场，消费者可在 Samurai Slash Challenge 挑战中考考自己的速度和精准度，并透过 Perfect Pour 互动体验，挑战完美斟酒技巧，以轻松有趣的方式感受 Sapporo 代代相传的匠心工艺。活动期间消费 Sapporo 总额最高者，还将赢取价值 RM30,000 的日本札幌双人之旅，亲身走访品牌发源地，深入了解其 150 年来的酿造历史与文化遗产。

周年庆也展至西马半岛指定超级市场、大型超市，消费者可前来参加 Samurai Slash Challenge 挑战，购买 Sapporo 后还可兑换个性化日漫风格挂绳，送完即止。此外，消费者也可留意限时发售的 Sapporo 150 周年限量套装，内含 8 个限量版罐装，还有独家 Sapporo 150 周年纪念版酒杯，以 Sapporo 诞生地北海道羊蹄山（Mount Yotei）为设计灵感。

从限量收藏纪念罐、漫画主题互动体验，到与亲友共享 Sapporo 的欢聚时刻，一系列周年庆活动以现代且富有纪念意义的形式，生动呈现 150 年来传承不息的日本匠心酿造精神。

欲知更多详情和最新动态，打开脸书和 Instagram 关注@SapporoMY。所有促销与活动仅开放给年龄 21 岁以上的非穆斯林人士。购买畅饮 Sapporo Premium Beer 时，勿忘理性饮酒：酒后不开车，开车不喝酒！**#CELEBRATERESPONSIBLY**

— 完 —

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若有任何疑问，请联络以下人员：

联络方式

媒体公关：

马来西亚 Carlsberg 集团：

Joanne Song

品牌经理

黄玉玲（Ee Lin Wong）

企业事务及可持续发展经理

+603-55226688

joanne.jw.song@carlsberg.asia

+603-55226 404

eelin.wong@carlsberg.asia

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 Blanc 及 1664 Rosé、日本标志性首个啤酒 Sapporo Premium Beer、果酒品牌 Somersby、英伦式 Connor's Stout Porter、中国之傲——重庆啤酒、美国屡获殊荣精酿啤酒 Brooklyn



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facebook.com/CarlsbergMalaysia
instagram.com/CarlsbergMalaysia

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——酒后不开车，开车不喝酒！**#CELEBRATERESPONSIBLY**

我们共有 878 名职员，皆以绩效为驱动力、以“酿造更美好的现在和未来”（Brewing for a Better Today and Tomorrow）宗旨为引领。我们致力于实施“酿造未来”（Brewing Tomorrow）ESG 计划，以实现 2040 年前全价值链净零碳排放目标。敬请浏览 www.carlsbergmalaysia.com.my 了解更多。