

FOR IMMEDIATE RELEASE

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## Connor's Stout Porter Draught, Now in a Can!

Connor's introduces a new way to 'Taste the Good Times' anywhere with a ground-breaking innovation and unique serving ritual

SHAH ALAM, 7 April 2021 –Connor's Stout Porter, Carlsberg Malaysia's crafty stout porter, is introducing its iconic draught stout experience now in cans!

This brand-new innovation retains the creamy head and gentle roasty undertones that Connor's Stout Porter fans love at bars, but now in a ready-to-enjoy format so they can enjoy the good taste of draught stout in the comfort of their homes. To achieve this, the British-inspired brew is double-dosed with nitrogen before canning to maintain its iconic-smooth head and fine cascading effect when freshly poured.

Consumers can easily recreate the draught stout experience wherever they are through a serving ritual unique to Connor's Stout Porter in cans. First, the can needs to be chilled to 5° to 8°C. Before opening, the can then needs to be shaken gently until there is no sound to ensure the nitrogen is mixed evenly into the brew. Lastly, open the can and pour at a 45° angle into a clean glass and enjoy the cascading effect while waiting for the creamy head to form.

Caroline Moreau, Marketing Director of Carlsberg Malaysia, commented, "We're very proud to introduce another innovation with Connor's Draught in a can, giving stout lovers the opportunity to 'Taste the Good Times' anywhere, anytime! With our first-ever use of nitrogen double-dosing in a can – which is also a first among all Carlsberg markets globally – consumers can now enjoy the Connor's draught experience both at home and at their favourite bars. As a bonus, the new shake-before-opening ritual is not only surprising and fun, it's also crucial in recreating the look and taste of premium stout straight from the draught tap."

"With Connor's Stout Porter now in cans, consumers can enjoy Carlsberg Malaysia's full portfolio of quality beers, stouts and ciders in the comfort of their own home, whether while practicing social distancing or simply enjoying a brew with friends and family," Moreau added.

Inspired by the original British Stout Porter recipe from the 1700s, Connor's Stout Porter is currently available in Malaysia and Singapore and is fully brewed using a unique blend of four premium malts including lager malt, caramel malt, brown malt and roasted barley for a unique balance of bitterness and robustness with gentle roasted caramel and coffee undertones.

Connor's cans come in 320ml and 500ml sizes in a stylish design inspired by British pubs and will be available at supermarkets, hypermarkets, convenience stores, e-retailers and selected

bars, bistros and restaurants from April. To give consumers more reasons to enjoy the Connor's Draught experience in a can, Connor's is also introducing a slew of promotions throughout the months of April and May.

To give consumers a first taste of the new innovation, a total of 9,000 Connor's cans will be given away for free at participating 7-Eleven and MyNEWS outlets from 15 April 2021 while stocks last, simply by registering at [MyCarlsberg.com/Connors](http://MyCarlsberg.com/Connors) where a unique redemption code will be given upon successful registration. Also, consumers can top up just RMI to get a 320ml can of Connor's with any purchase on Carlsberg's official stores on Shopee and Lazada, as well as of Carlsberg brands on Potboy and Pandamart.

At participating supermarkets, hypermarkets and convenient stores, simply purchase RM25 and above of 4-can packs of Connor's to participate in the Connor's Taste the Pub experience and stand to win limited-edition Connor's playing cards, coaster sets, and the grand prize of a 24-can carton of Connor's on the spot.

Consumers who purchase RM25 and above of Connor's in cans between 1 April to 31 May online or in-store will also stand to win 15 weekly grand prizes of a limited-edition Connor's Dartboard and 80 weekly prizes of a Connor's limited-edition bomber jacket through its national consumer promo contest.

With any purchase of three full pints or six half-pints at participating bars and bistros serving draught Connor's, consumers will get a free 320ml Connor's can while stocks last and a chance to participate in the national consumer promo contest between 19 April and 23 May.

Best of all, Connor's is offering more chances for fans to share and Taste the Good Times with contests on social media, where the first 300 fans who share the launch posting on the ConnorsMY Facebook page and tag a friend will win two 320ml cans of Connor's and an exclusive Connor's glass delivered to their doorstep.

For more information, follow Connor's on Facebook at [www.facebook.com/ConnorsMY](http://www.facebook.com/ConnorsMY) and Instagram at [www.instagram.com/connorsmalaysia](http://www.instagram.com/connorsmalaysia).

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### About Carlsberg Malaysia

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

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## 罐装 Connor's Stout Porter，随时随地来一罐！ Connor's 推介突破性创新新饮方式，让您随处都可‘品尝好时光’

（莎亚南 7 日讯） 马来西亚 Carlsberg 集团旗下 Connor's Stout Porter 黑啤现以罐装出售，为您带来别开生面的黑生啤体验！

这来自马来西亚 Carlsberg 集团的最新独创保持着 Connor's Stout Porter 迷们在酒吧所喜爱的浓厚泡沫及淡淡香烤滋味，而如今以即饮方式呈现，让他们在家也能享用。为了达到这一点，该经典英式黑啤酒在封罐前用氮氧双重加压，以保持它顺滑的泡沫，清新倒入杯里时依然有着优美的倾泻效果。

无论身在何处，消费者都能以独特准备方式享用罐装 Connor's Stout Porter，便轻易地重现黑生啤酒体验。首先，该罐必须以 5° C 至 8°C 之间冷藏。开罐前，轻轻把它摇一摇直到无声为止，以确保氮氧均匀混合到酒里。最后，把罐打开后倒入倾斜 45° 度角的玻璃杯，等待浓厚泡沫形成时享受倾泻效果。

马来西亚 Carlsberg 集团市场总监柯诺琳（Caroline Moreau）表示：“我们很自豪能够再次推出创新产品，而这次亮相了罐装 Connor's 生啤，让黑啤酒迷们有机会随时随地‘品尝好时光’！我们首次在罐装饮料里用氮氧双重加压，这也是 Carlsberg 全球市场首创，消费者如今可在家、在他们喜爱的酒吧享受 Connor's 生啤体验。作为福利，全新喝前摇一摇的举动不只惊奇又好玩，在重现酒桶龙头拉出的精酿生黑啤酒那种样貌和口味也很重要。”

她补充：“随着罐装 Connor's Stout Porter 的推出，消费者可在家享用马来西亚 Carlsberg 集团旗下所有产品组合，包括优质的啤酒、黑啤酒、水果酒，无论保持社交距离时或与亲朋好友相聚时都能享用好酒。”

目前在马来西亚及新加坡出售的 Connor's Stout Porter 是沿用 1700 年代英国正宗波特黑啤酒秘方酿制而成，并采用了 4 种优质麦芽酿造，包括啤酒麦芽、焦糖麦芽、棕色麦芽及碳烤大麦，创造了香醇滋味和均衡口感，且带有炭烤焦糖及咖啡香味的黑啤酒。

罐装 Connor's Stout Porter 的设计灵感取自英式酒吧，并于 4 月起以 320 毫升及 500 毫升在超级市场、霸级市场、便利店、指定酒吧、酒馆及餐厅出售。为了让消费者有更多原因享受罐装 Connor's 生啤体验，马来西亚 Carlsberg 集团将于 4 月至 5 月期间展开一系列促销。

为了让消费者优先品尝新品，该酿酒商将从 2021 年 4 月 15 日起在有参与促销的 7-Eleven 及 MyNEWS 分店送出总共 9000 罐免费 Connor's，送完即止，只需登录 [mycarlsberg.com/connors](http://mycarlsberg.com/connors) 并在成功注册后即可获取独特总换码。在网购平台 Shopee 及 Lazada 的官方 Carlsberg 网店，或 Potboy 及 Pandamart 购买任何 Carlsberg 旗下产品，只需载添加 1 零吉并可获取一罐免费 Connor's。

于 4 月 1 日至 5 月 31 日间，通过任何渠道消费 25 令吉或以上购买罐装 Connor's 的消费者可参加全国消费者促销有奖竞赛，并有机会赢取每周大奖 15 份限量版 Connor's 飞镖靶，还有每周奖品 80 件限量版 Connor's 飞行员夹克。

从 4 月 19 日至 5 月 23 日，购买任何 3 大杯或 6 小杯 Connor's 生啤的消费者即可获得一罐免费 320 毫升 Connor's，并有机会参加全国消费者促销有奖竞赛，该优惠也将在有参与促销及有卖 Connor's 生啤的酒吧及酒馆进行。

为了让黑啤酒迷们有更多机会分享并品尝好时光，Connor's 将在社交平台展开有奖竞赛。首 300 位在脸书分享 @ConnorsMY 所上传的产品发布贴文并标记一位朋友，将有机会获得含有 2 罐装 Connor's 黑啤和独家 Connor's 玻璃杯精致配套直接送到您家门口！

更多资讯，请跟随 Connor's 官方脸书 [www.facebook.com/ConnorsMY](http://www.facebook.com/ConnorsMY) 及官方 IG [www.instagram.com/connorsmalaysia](http://www.instagram.com/connorsmalaysia)。

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