

FOR IMMEDIATE RELEASE

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Page 1 of 2

CarlsCrib by Carlsberg Brought Fans Together for All the Best Experiences Under One Roof

2 Lucky Winners and Their Mates Won Tickets to Watch Liverpool FC vs AC Milan in Hong Kong during Two-Day CarlsCrib Spectacle

SHAH ALAM, 3 June 2025 – Carlsberg went all in for game nights with the ultimate football celebration at CarlsCrib, an all-in-one immersive celebration which delivered best of football, music, food, entertainment and beer under one roof to over 8,000 people for two action-packed days. The event featured epic football moments and grand prize giveaways with two lucky winners and one of their mates each scoring a trip to watch Premier League Champions, Liverpool FC take on AC Milan live in Hong Kong.

As part of the #BestWithCarlsberg campaign, CarlsCrib provided fans exclusive access to premium match screenings, epic performances, and engaging football-themed activities, reaffirming the brand's mission to make football nights unforgettable. Carlsberg Malaysia Managing Director Stefano Clini shared, "CarlsCrib is our way of uniting football fans of every kind, by bringing both diehard supporters and casual fans together, and providing access to more of the best - the best beer, the best vibes, and the best game night. We promised fans an elevated experience, and CarlsCrib delivered in true #BestWithCarlsberg style."

Guests enjoyed dynamic live performances by local and international headliners, Pakho Chau from Hong Kong, Malaysian songstress Dior, and one of the top DJ duos in the world, VINAI from Italy. Fans explored vibrant zones throughout the venue, tested their football skill at the Golden Boot, went virtual at the e-Game Hub, showed off on the Juggler Field, mixed cocktails at the hands-on CarlsBar Mixology Workshop and got game-day ready with neon tattoo painting, grooming and braiding at the Styling Bench. CarlsCrib also invited guests into a VIP locker-room-inspired setting, which featured photo moments and exclusive memorabilia on display.

One of the biggest highlights at CarlsCrib was the Grand Prize giveaway. Guests who purchased six cans of Carlsberg on-site earned entries into the lucky draw, where each night, one lucky winner walked away with a pair of match passes, flight tickets, accommodation and training passes to catch LFC vs AC Milan live in Hong Kong. One winner, Cheah Kok Huy said "I've been a Liverpool fan my whole life. It's a dream come true to see them in action. Watching them live with my best mate? Absolutely unreal. I never imagined I'd get this close to the team I've loved for years. Thank you Carlsberg, for making it happen!"

With CarlsCrib as the showpiece, the celebrations will continue through Carlsberg's ongoing #BestWithCarlsberg consumer promotion. Ten football fans still stand a chance to win the ultimate experience, a trip for two to see Liverpool FC live at Anfield Stadium in the UK. To enter, fans simply need to purchase a Carlsberg six-can pack from hypermarkets, supermarkets, convenience stores, 99 Speedmart, participating e-commerce platforms, or order Carlsberg at their favourite participating bars and eateries. In addition to the Grand Prizes to Anfield, the #BestWithCarlsberg campaign is also giving away 1,300 exclusive LFC retro jerseys, perfect for fans looking to represent the Reds in style.

To get fans all in for game nights, Carlsberg is also available on Grab, offering chilled beer delivery in specially designed cooler bags nationwide, ensuring Carlsberg is always within reach, so fans can focus on the match.



Altogether, the #BestWithCarlsberg campaign is giving away over RM1,000,000 in prizes, bringing mates together and turning match nights into memorable experiences. Whether cheering from home, the pub, or an electrifying event like CarlsCrib, football is always better when it's #BestWithCarlsberg.

Immerse yourself in the ultimate football experience! Visit bestwithcarlsberg.my/football for more about the campaign, and follow @CarlsbergMY on Facebook and Instagram to stay ahead of the game.

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:

Team Carlsberg Malaysia:

Immy Ooi, Senior Manager, Corporate Affairs & Sustainability	+603-5522 6431	immy.li.ooi@carlsberg.asia
Benedict Yong, Marketing Manager	+603-5522 6340	benedictchoonken.yong@carlsberg.asia

Team Continuum PR:

Michelle Bridget	+60 12-697 7356	michelle.bridget@continuumpr.com
Goh I Ching	+60 14-218 1906	iching@continuumpr.com

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

嘉士伯 CarlsCrib 为球迷们带来了同一屋檐下的极佳体验

两天的 CarlsCrib 让两位幸运儿与好友赢走了门票 到香港观看利物浦对阵 AC 米兰

（莎亚南 2025 年 6 月 3 日讯）嘉士伯（Carlsberg）为球赛夜全情以赴，倾力呈献了 CarlsCrib 这场极致足球盛宴，在同一屋檐下沉浸式汇集足球、音乐、美食、娱乐与啤酒，为超过 8,000 人带来连续两天的精彩！除了热血沸腾的足球时刻，此活动还送出大奖，让两位幸运儿各别带上一位朋友飞往香港，现场观看英超冠军利物浦足球俱乐部对阵 AC 米兰！

作为#BestWithCarlsberg 活动的一部分，CarlsCrib 为球迷带来了独家机会感受精致观赛体验、观赏精彩演出、参与互动性足球主题活动，重申了该品牌奋力打造难忘足球之夜的使命。马来西亚 Carlsberg 集团董事总经理葛利尼（Stefano Clini）分享道，“CarlsCrib 是我们团结各界球迷的方式，在这里汇聚铁杆支持者、一般球迷，并带来各方面的最佳体验——最佳啤酒、最佳氛围、最佳球赛夜。我们承诺为球迷带来更升级的体验，而 CarlsCrib 正是 #BestWithCarlsberg 精神的最佳体现。”

到场者还有得观赏国际本地众星的劲爆现场演出，包括来自香港的人气艺人周柏豪、大马才子 Dior 大颖，以及来自意大利的世界顶级双人 DJ 组合之一 VINAI。现场也具备了多个有趣的体验专区，让球迷们在 Golden Boot 挑战球技、e-Game Hub 进入游戏世界、Juggler Field 大秀身手，并在 CarlsBar Mixology 工作坊亲手调制鸡尾酒，以及在 Styling Bench 通过霓虹彩绘纹身、造型打理与编发，打造属于自己的观赛造型。CarlsCrib 也迎接了现场来宾走进 VIP 般更衣室的场景，在此尽情打卡拍照，欣赏陈列的独家限量纪念品。

CarlsCrib 最大亮点之一为大奖送出的时段，在场购买 6 罐嘉士伯的消费者有得参加幸运抽奖，每晚分别见证了一位幸运儿赢走一对机票、球赛门票、训练环节门票及住宿，飞往香港现场观看利物浦对阵 AC 米兰的精彩比赛！其中一位获胜者谢国辉（Cheah Kok Huy）说，“我一直都是利物浦的忠实球迷，能够即将现场亲眼见证他们比赛，简直是梦想成真！还能带上我最好的朋友一起体验，简直太不可思议了。我从来没想过，我能够与多年来挚爱的球队如此近距离。感谢嘉士伯，让这一切成为现实！”

随着 CarlsCrib 这场重头戏，精彩还在嘉士伯#BestWithCarlsberg 消费者促销中继续，现已开跑，让十位幸运球迷赢取双人英国之旅，前往安菲尔德球场，现场观赏利物浦主场赛事的终极大奖！欲参加竞赛，球迷们只需在超级市场、大型超市、便利店、99 Speedmart 连锁超市、有参与电商平台购买一份 6 罐装嘉士伯，或在有参与酒吧和餐馆点上嘉士伯。除了飞往英国安菲尔德的大奖外，#BestWithCarlsberg 活动还将送出 1,300 件独家利物浦复古球衣，让球迷以时尚造型表达对红军的热爱！

为了让球迷全心投入球赛，嘉士伯也通过 Grab 平台提供配送服务，并采用专属设计的冷藏袋，将凉爽啤酒送达到全马各地，确保嘉士伯始终触手可及，让球迷们专心观赛。

此次#BestWithCarlsberg 市场活动不仅送出总值超过 100 万令吉的奖品，也让朋友们欢聚一堂，并让球赛夜成为难忘体验。无论在家里观赛、酒吧呐喊助威，还是亲临 CarlsCrib 这种火热的现场活动也好，足球总是因#BestWithCarlsberg 而更精彩！

迎来极致足球体验！浏览 bestwithcarlsberg.my/football 以了解更多详情，并在脸书和 Instagram 关注 @CarlsbergMY 以贴近最新动态。



记得要理性饮酒——酒后不开车，开车不喝酒！**#CELEBRATERESPONSIBLY**

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联络方式

媒体公关：

马来西亚 Carlsberg 集团：

企业事务与可持续发展高级经理 黄丽荫 (Immy Ooi)	+603-5522 6431	immy.li.ooi@carlsberg.asia
市场部经理 杨尊权 (Benedict Yong)	+603-5522 6340	benedictchoonken.yong@carlsberg.asia

Continuum PR 公关公司：

Michelle Bridget	+60 12-697 7356	michelle.bridget@continuumpr.com
Goh I Ching	+60 14-218 1906	iching@continuumpr.com

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。