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Press Statement 06/2026  
30 April 2026

FOR IMMEDIATE RELEASE

## Carlsberg Celebrates Culture, Community and Sustainability this Gawai and Kaamatan Festival

Artist-edition rice art packaging design pays tribute to harvest culture across Sabah and Sarawak

**SHAH ALAM, 30 April 2026** – In Sabah and Sarawak, the Gawai and Kaamatan season is more than a celebration—it is a moment of gratitude, connection and shared responsibility. This year, Carlsberg returns to Raikan Bersama Sabah & Sarawak, inviting consumers to celebrate local pride through meaningful experiences that bring communities together while keeping sustainability at the heart of the celebrations.

As part of this year’s harvest celebrations, Carlsberg continues to feature its MesmeRICESing artist-edition packaging, showcasing intricate rice art by local Sabahan and Sarawakian artists Sabahan artist Nelson Lip and Sarawakian artist T. Bagak. Inspired by rice as a symbol of life, unity and abundance, the designs pay tribute to harvest traditions deeply rooted in Bornean culture—while reinforcing Carlsberg’s focus on celebrating with purpose and giving back to the communities and environment that inspire these moments.

“Sabah and Sarawak are more than a marketplace for us —there comprises of communities we respect and consumers we value,” said Olga Pulyaeva, Marketing Director of Carlsberg Malaysia. “Through Carlsberg Raikan Bersama Sabah & Sarawak, we’re focused on celebrating local culture while encouraging responsible celebration—giving consumers simple ways to take part in supporting community and environmental efforts during the harvest season.”

Anchoring this year’s campaign is CarlsCrib Harvest Pesta, a three-day cultural celebration taking place at Farley Kuching Mall from 22 to 24 May 2026. Set against the backdrop of the harvest season, the event brings together music, festive experiences and shared moments that are made #BestWithCarlsberg, creating a vibrant social space for communities to connect, celebrate and unwind together.

Bringing this spirit of responsible celebration into action, a key sustainability highlight this year is the introduction of the Carls Green Hub at CarlsCrib: Harvest Pesta, with the initiative also extended to the iconic Rainforest World Music Festival and a local community Harvest celebration at Kampung Tae, Sarawak. Designed to encourage hands-on consumer participation, the initiative invites guests to exchange three empty cans for a RMI donation to Carlsberg’s selected beneficiary non-governmental organisation (NGO) with a target of RM10,000 in donations.



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Beyond the on-ground celebrations, Carlsberg is extending the harvest spirit through consumer promotions across Sabah and Sarawak. From now until 31 May 2026, consumers can enjoy Carlsberg Danish Pilsner or Carlsberg Smooth Draught and receive a limited-edition MesmeRICESing backpack through selected in-store promotions, while stocks last, with qualifying purchases available across on-trade outlets, food courts, supermarkets, hypermarkets and convenience stores.

That's not all! Every eligible purchase will also give consumers a chance to win exciting prizes, including the iPhone 17 Pro, iPad Air (11-inch) and Apple Watch Series 11. Convenience stores shoppers can also participate by purchasing a minimum of two cans of Carlsberg Danish Pilsner or Carlsberg Smooth Draught to stand a chance to win these prizes.

Through Carlsberg Raikan Bersama Sabah & Sarawak, Carlsberg reaffirms that true celebration is about coming together with pride, purpose and responsibility—making every shared moment #BestWithCarlsberg.

To find out more about the harvest celebrations and ongoing promotions, visit <https://bestwithcarlsberg.my/harvest> and follow @CarlsbergMY on Facebook and Instagram for the latest updates. Remember to always **#CELEBRATERESPONSIBLY**: if you drink, don't drive.

- End -

For more information, please scan:



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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!



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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](http://www.carlsbergmalaysia.com.my)

新闻稿 06/2026  
2026 年 4 月 30 日

供即时发布

## 嘉士伯于达雅丰收节与沙巴丰收节 欢庆文化、社区与可持续精神

艺术家版米粒艺术包装向沙巴与砂拉越的丰收文化致敬

(**莎亚南 2026 年 4 月 30 日讯**) 砂拉越达雅丰收节 (Gawai)、沙巴丰收节 (Kaamatan) 不仅是两地重要年度庆典，更承载着感恩、连结与共同责任的意义。今年，嘉士伯 (Carlsberg) 以 **“Raikan Bersama Sabah & Sarawak”** 主题回归，邀请消费者通过一系列有意义的庆祝体验，为在地文化喝彩，同时将可持续理念融入每一个欢庆时刻。

配合今年节庆，嘉士伯再次推出 MesmeRICESing 艺术家版包装，呈现沙巴艺术家 Nelson Lip 与砂拉越艺术家 T. Bagak 精心创造的米粒艺术作品。这些设计以象征生命力、团结与丰裕的稻米为灵感，向深植沙巴与砂拉越文化的丰收传统致敬，也体现嘉士伯所秉持的“有意义欢庆”理念——在共享美好时刻之余，回馈启发这些喜悦的社区与自然环境。

马来西亚 Carlsberg 集团市场总监奥加尔 (Olga Pulyaeva) 表示，“沙巴和砂拉越对我们而言，不仅是重要市场，更是我们所尊重的社区，以及我们珍视的消费者。”她说，“通过‘嘉士伯 Raikan Bersama Sabah & Sarawak’，我们在弘扬本土文化的同时，也鼓励消费者带着责任心齐庆，在丰收季节支持社区与环境相关的努力。”

今年活动的核心亮点是 CarlsCrib: Harvest Pesta，这场为期三天的文化庆典将于 2026 年 5 月 22 日至 24 日，在古晋华利商城 (Farley Kuching Mall) 举行。活动结合丰收季氛围，汇聚音乐表演、节庆体验与共享时刻，打造一个让社区彼此连结、共庆同欢、共同创造 #BestWithCarlsberg 美好回忆的社交空间。

为实践负责任齐庆的精神，今年的可持续性亮点之一有 Carls Green Hub 首次亮相 CarlsCrib: Harvest Pesta 活动，并将扩展至有名的“雨林音乐节” (Rainforest World Music Festival)，以及砂拉越甘榜达益 (Kampung Tae) 丰收节庆典。这一倡议旨在鼓励消费者亲身参与——来宾可凭三个空罐兑换 RM1 捐款，捐助予嘉士伯指定的非政府组织 (NGO)，筹款目标为 RM10,000，以实际行动支持社区与环境相关项目。

除了现场庆祝活动之外，嘉士伯也把丰收节的喜悦延伸至沙巴与砂拉越各地的消费者促销活动。即日起至 2026 年 5 月 31 日，消费者只需通过指定门店促销，包括即饮场所、美食中心、超级市场、大型市场和便利店，符合条件购买享用 Carlsberg Danish Pilsner 或 Carlsberg Smooth Draught，即可获得限量版 MesmeRICESing 背包，赠完即止。



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惊喜不止于此！凡符合购买条件的消费者，也享有机会赢取精彩奖品，包括 iPhone 17 Pro、iPad Air（11 寸）和 Apple Watch Series 11。在便利店购买至少两罐 Carlsberg Danish Pilsner 或 Carlsberg Smooth Draught 的消费者也享有机会赢取这些奖品。

通过“Raikan Bersama Sabah & Sarawak”，嘉士伯再次诠释同欢共庆的真正意义，是在于怀着骄傲感、宗旨目标和责任心齐聚一堂，让每个共庆时刻成为 #BestWithCarlsberg 的美好时刻。

浏览 <https://bestwithcarlsberg.my/harvest> 了解有关丰收节的庆典活动和最新促销，并关注 @CarlsbergMY 脸书专页和 Instagram 账号紧跟最新动态。时时谨记理性饮酒——酒后不开车，开车不喝酒！#CELEBRATERESPONSIBLY

— 完 —

欲获取更多资讯，请扫描以下二维码：



若有任何疑问，请联络以下人员：

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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、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，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](http://www.carlsbergmalaysia.com.my) 了解更多。