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## MEDIA RELEASE

*For immediate release*

### RINGING IN A PROSPEROUS NEW YEAR WITH CARLSBERG'S NATIONWIDE CHINESE NEW YEAR PROMOTIONS



Singapore, 4 January 2019 – The Year of the Pig is set to be even more prosperous with the introduction of Carlsberg's new theme for Chinese New Year "**Prosperity Begins With A Pop**" ( **鸿运当头, 一POP万赢**), along with a slew of nationwide promotions that offers abundance of gifts and prizes to be won. Next time you enjoy that icy cold Carlsberg beer, look out for the auspicious Chinese New Year edition cans with well-wishes for the year ahead - Wealth (发), Good Luck (旺), Happiness (喜) and Prosperity (福).

"Chinese New Year is always a time where friends and family come together to have a good time of drinking and feasting as we start the brand new year. For 2019, Carlsberg would like to be part of the joyous celebration with every can of our auspicious Chinese New Year edition Carlsberg beer sat alongside the table of reunion. We wish everyone a prosperous Chinese New Year, with lots of good fortune and happiness ahead." says Mr Olivier Dubost, General Manager of Carlsberg Singapore.



## More beer, more luck and more happiness coming your way

Opening your doors to welcome guests during this festive time? Carlsberg is offering more beers in different sized packs to suit your party needs! With ongoing promotions and while stocks last, look forward to receiving a free specially designed Carlsberg trolley bag<sup>1</sup>, available in two colours to choose from with every two 24-can pack of Carlsberg Green Label purchased - that's 48 cans of beer and a fuss-free way of bringing your purchase home!



For beer aficionados who prefer the smoothness of freshly tapped beer that is fruity and hoppy with a light malty taste, there is always Carlsberg Smooth Draught - now with additional two free cans as part of every 10-can pack purchase<sup>2</sup>!

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<sup>1</sup> Free Carlsberg trolley bag giveaway for every 48-can Carlsberg Green Label purchase will be available only at selected supermarkets and hypermarkets (while stocks last)

<sup>2</sup> Free 2 cans with every 10-can Carlsberg Smooth Draught purchase will be available only at selected supermarkets and hypermarkets (while stocks last)



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Instead of just bringing mandarins during house visits this year, the special Chinese New Year edition Carlsberg Green Label Prosperity 18-can pack makes for the perfect gift and are now available at selected Cheers, Caltex, Esso & SPC outlets.



The quintessential 12-can pack and 24-can pack are also available at selected supermarkets and hypermarkets.

**More than \$438,888 worth of cash and prizes to be won islandwide!**

More good fortune will be upon you this Chinese New Year as you enjoy a beer with loved ones this celebratory season. With more than \$438,888 worth of cash and prizes to be given away, stand a chance to win by simply making a purchase of Carlsberg beers.



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*Carlsberg Lucky Draw - more than \$22,888 cash prizes to be won*

From 1 January to 8 February 2019, purchase a minimum of \$60 worth of Carlsberg Group products<sup>3</sup> in a single receipt and stand a chance to walk away with \$6,888, \$3,888, \$1,888, or \$268 in cash prizes, with more than \$22,888 up for grabs at participating supermarkets and hypermarkets<sup>4</sup>. Visit <https://bit.ly/2AfadBA> for full contest details!

*Carlsberg islandwide roadshows – more than \$33,888 worth of cash and prizes to be won*

All across the nation from 18 January to 3 February, look out for in-store Carlsberg's Chinese New Year roadshows at selected supermarkets and hypermarkets where more than \$33,888 worth of cash and prizes are to be won. With every purchase of 24-can pack of Carlsberg beer or a minimum spending of \$50 worth of any Carlsberg Group's beers, you'll get to play a game of either the *Lucky Dip Box*, *Spin the Wheel* or *Grab Ping Pong* to try your hand at bringing in cash prizes. Newly added to the fun this year, there will also be a larger-than-life size dart game in 10 selected supermarkets where you can play for cash prizes with every \$200 worth of purchase. Receive exclusively designed Carlsberg red packets at selected stores and as part of selected in-store games. Look out for updates on our roadshows on [Carlsberg Singapore Facebook page!](#)

*Carlsberg's coffeeshop promotions - \$388,888 cash prizes to be won*

From now till 28 February 2019, enjoy a Carlsberg Green Label (644ml) or Carlsberg Smooth Draught (580ml) quart bottle and stand a chance to be one of eight lucky winners who will walk away with \$1,988 in cash. Everyone will also stand a chance to score 50 cents off your next purchase of bottled beer - don't forget to take a peek under your Carlsberg bottle caps!

With so many ongoing Chinese New Year promotions, it is truly going to be prosperity beginning with a "POP" of Carlsberg beer!

Here's to probably the happiest and most prosperous Chinese New Year yet! Huat Ah!

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**About Carlsberg Singapore Pte Ltd**

<sup>3</sup> Carlsberg Green Label, Carlsberg Smooth Draught, Asahi, Kronenbourg 1664 and Somersby.

<sup>4</sup> NTUC Fairprice, Sheng Siong, Cold Storage and Giant.



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Since its establishment over 30 years ago, Carlsberg Singapore has grown into a dynamic business that boasts an ever-expanding portfolio of alcoholic beverages to complement all lifestyles.

Today, Carlsberg Singapore is proud to offer some of the world's most well-loved and established brands, spearheaded by Carlsberg Green Label, the number one imported beer in Singapore and the country's second best-selling brand. Other renowned brands in the portfolio include Kronenbourg 1664 Lager, Kronenbourg 1664 Blanc, Somersby Cider, Asahi, Brooklyn, Connor's SKOL, Royal Stout and Jolly Shandy. Carlsberg's new beer, Carlsberg Smooth Draught, joins the list in mid 2016.

A subsidiary of Carlsberg Brewery Malaysia Berhad, Carlsberg Singapore continues to grow from strength to strength. With a wide range of beverages to suit every taste bud and to celebrate every occasion, Carlsberg Singapore is committed to providing consumers with probably the best drinks in the world that make every experience memorable and pleasurable!

Find out more at [CarlsbergGroup.com](http://CarlsbergGroup.com) or [facebook.com/CarlsbergSingapore](https://facebook.com/CarlsbergSingapore)