



MEDIA RELEASE
For immediate release

**CARLSBERG CELEBRATES CNY 2020 WITH
DOUBLE CHEERS, DOUBLE WINNINGS**

双饮双赢

From now until 8 February 2020



Singapore, December 2019 – Carlsberg – the premium Danish beer – is pleased to announce its latest promotions, just in time for the upcoming Year of the Rat in 2020! During Lunar New Year, the concept of ‘double’ is auspiciously associated with 好事成双 or ‘good things come in a pair’; and 2020 marks an especially befitting year with its ‘double’ figures.

CARLSBERG LUNAR NEW YEAR PROMOTIONS

From now until 8 February 2020

For more information on upcoming roadshows, and to stand a chance to win attractive prizes on top of existing promotions, consumers can follow:

Instagram: www.instagram.com/carlsbergsg

Facebook: www.facebook.com/carlsbergsingapore

Hashtag: #carlsbergsg

For general information: <https://www.carlsberg.com/en-sg/cny-2020/>



SUPERMARKETS, HYPERMARKETS AND CONVENIENCE STORES



L-R Pilsner 12 pack; Pilsner with Red Tab; Smooth Draught 12-pack, Smooth Draught with Red Tab

PROMOTION MECHANICS	MINIMUM PURCHASE REQUIREMENT	HOW TO WIN	HOW TO REDEEM	PROMOTION PERIOD / T&C
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*Consumers can Whatsapp 8661 7356 for redemption information across all promotions

Collect Carlsberg Red Tabs to win cash!	Any Carlsberg Pilsner or Smooth Draught can	Top collector wins \$6888 Second: \$2888 Third: \$1888 10 Winners: \$288 each	-	From now until 8 February 2020 Minimum 200 tabs to qualify Submission deadline is 14 February 2020
Find & Collect 'SG' Red Tabs to redeem instant cash!	Any Carlsberg Pilsner or Smooth Draught can	-	Collect 58 tabs with 'SG' on them to redeem \$138	From now until 8 February 2020 Redemption period: 6 December to 14 February 2020 658 winners only
Redemption of exclusive Carlsberg luggage with minimum purchase	96 cans (4 cartons of 24 cans) of Carlsberg Pilsner or Smooth Draught	-	-	From now until 8 February 2020 Redemption period: 16 December to 16 February 2020
Carlsberg Smooth Draught – Buy 10 cans, get 2 cans free	-	-	2 free cans are included within the pack	While stocks last

COFFEESHOPS AND HAWKER CENTRES

PROMOTION MECHANICS	MINIMUM PURCHASE REQUIREMENT	HOW TO WIN	PROMOTION PERIOD / T&C
<p>Check Under the Cap to Win!</p>	<p>Any Carlsberg Danish Pilsner 644ml or Smooth Draught 580ml Quart Bottle</p>	 <p>= \$2,020 Cash</p>  <p>= Instant \$0.50 off next Carlsberg Bottle Purchase</p>	<p>From now until 8 February 2020</p>

Note to editor: High res visuals of beers are available upon request.

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About Carlsberg Singapore Pte Ltd

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, Kronenbourg Blanc, Somersby Cider, Asahi, 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!