

Media Alert
For Immediate Release

Carlsberg Unveils Year of the Dragon Special Edition Can
Cheers to heartfelt blessings and good fortune in the Lunar New Year
Featuring Year of the Dragon Mahjong Set, perfect for joyful games and drinks!



#CarlsbergYearOfDragon @Carlsberghongkong #DrinkResponsibly

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[Hong Kong, January 8, 2024] Get ready to soar into The Year of The Prosperous Dragon with **Carlsberg's Year of the Dragon Special Edition Can!** With the "Dragon" as the central theme, Carlsberg wishes everyone a year of great success and smooth endeavors! Available at convenience stores and supermarkets, grab yourself a can to receive the New Year's blessings.

The Year of the Dragon Special Edition Can of Carlsberg Danish Pilsner and Carlsberg Smooth Draught designs showcase the smooth and silky texture of Carlsberg beer. Guided by the dragon pearl, the dragon pattern resembles the traditional silky dragon dance, symbolising boundless wealth and good fortune for every day in the upcoming year. Join Carlsberg in celebrating the Lunar New Year together!

A Lunar New Year gathering becomes complete when close friends gather to play mahjong. **Carlsberg's Year of the Dragon Mahjong Set** is a must-have item this year! All 144 mahjong tiles are engraved with patterns inspired by the brand's classic Hop Leaf design. Dressed in eye-catching attire, the Mahjong Set will be bringing liveliness and excitement to your Lunar New Year reunion. Enjoy a delightful holiday with your friends and family with the Special Edition Can and Mahjong Set from Carlsberg!

Carlsberg's Year of the Dragon Special Edition Can

<p>Product:</p>	 <p>Carlsberg Danish Pilsner</p>	 <p>Carlsberg Smooth Draught</p>
<p>Product description:</p>	<p>Carlsberg Danish Pilsner is the flagship beer of Carlsberg. Carlsberg's all-malt recipe and yeast balances body and flavour, making it ideal for any occasion. Carlsberg Danish Pilsner is brewed with uncompromising quality for rich flavours and a golden colour, refreshing, crisp and clean. High-quality yeast is the soul of a top beer, and Carlsberg is probably the best.</p>	<p>Carlsberg invented a brew that delivers the smooth experience called Carlsberg Smooth Draught. The longer brewing maturity period of Carlsberg Smooth Draught enhances the smoothness of its liquid. Together with the unique combination of hops, the brew delivers a smooth sensation of freshly tapped beer anytime, anywhere.</p>
<p>ABV:</p>	<p>5%</p>	<p>4.8%</p>
<p>Volume & Packages:</p>	<ul style="list-style-type: none"> • 330ml: individual cans in a pack of 4/ 6/ 12 • 500ml: individual cans and in a pack of 4 	<ul style="list-style-type: none"> • 330ml: individual cans in a pack of 4/ 12 • 500ml: individual cans and in a pack of 4
<p>Launch date:</p>	<p>January 8, 2024 (Limited quantity, available while supplies last)</p>	
<p>Selling points:</p>	<p>Available at convenience stores, supermarkets, and HKTVMall</p>	

Carlsberg's Year of the Dragon Mahjong Set

During the promotional period from January 8 to February 14, 2024, customers who make a cumulative purchase of HKD 538 or more on any Carlsberg, 1664, or SKOL products at designated retail outlets* are eligible to register for the limited edition **Carlsberg's Year of the Dragon Mahjong Set** at a special price of HKD 188. There are a total of 250 sets available, and this offer is valid while supplies last.

Additionally, from January 15 to February 29, 2024, customers can enjoy a discounted price of HKD 688 on the **Carlsberg's Year of the Dragon LNY Beer Bundle** when purchasing through HKTVmall. This set includes essential Carlsberg beers and the Mahjong Set, conveniently delivered straight to your home. There are only 50 sets available, and this offer is valid while supplies last.

*Designated merchants include: 7-Eleven, Circle K, AEON, APITA, city'super, DCH Food Mart Deluxe, Fresh, Pandamart, yuu to me, ParknShop (including ParknShop, International, Taste, Fusion, Gourmet, Great, Food Le Parc, and "PARKnSHOP.com"), U Select (including U Select, U Select mini), UNY, YATA, VanGo, and Wellcome (including Wellcome, 3hreesixty, Jasons ichiba, Market Place, Market Place by Jasons, Oliver's The Delicatessen, Wellcome Fresh, and "Market Place by Jasons App").



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About Carlsberg

Carlsberg, established in 1847 by brewer J.C. Jacobsen, has become a leading brewery group in the world today with an extensive portfolio of beer and beverage brands across more than 150 markets. Stepping into Carlsberg's 175th anniversary, we continue to remain committed to brewing for a better today and tomorrow.

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