

**Media Alert**  
**For Immediate Release**

**Carlsberg Launches First-Ever Local-Exclusive 2024 HK7s Limited Edition Can**  
**Unite with LFC Legends for Hong Kong Stadium's Farewell Match**  
**Experience the HK7s Frenzy with Carlsberg!**



@Carlsberghongkong #Carlsberg #HK7s #OfficialBeer  
#ExperienceTheHK7sFrenzyWithCarlsberg #DrinkResponsibly

Click [here](#) to download high resolution images.

**[Hong Kong, March 1, 2024]** Mark your calendars for April 5 to 7 as the iconic Hong Kong Stadium prepares to host the grand farewell tournament of the 'Cathay/HSBC Hong Kong Sevens'! Carlsberg, the longstanding partner of Hong Kong China Rugby and the official beer brand of the Hong Kong Sevens, has joined forces with local digital artist, Isaac Spellman, to co-create the brand's first-ever local-exclusive can art. Isaac's distinctive creative aesthetic breathes life into the farewell match on these exclusive cans, fusing a unique illustration style that blends retro and pop elements. Joining forces with fans from Hong Kong and around the world, this limited-edition can serves as a remarkable tribute to the final Cathay/HSBC Hong Kong Sevens at the iconic Hong Kong Stadium!

## **2024 HK7s Carlsberg Limited Edition Can Design Concept**

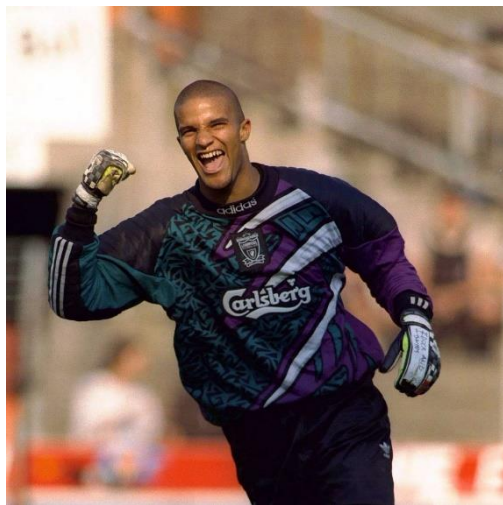


The 2024 HK7s Carlsberg Limited Edition Can features the brand's iconic rich green colour, bold lines and vibrant colour tones, artfully reproducing Hong Kong Stadium's canopy and seating, representing the exhilarating energy of rugby 7s and the electrifying atmosphere within the stadium. As fireworks illuminate the sky, the rugby fans can come together to joyfully bid farewell to the last Hong Kong Sevens held at Hong Kong Stadium.

For the first time, Carlsberg presents a limited can that incorporates local elements. In a remarkable gesture, the brand's renowned slogan, 'By Appointment to the Royal Danish Court', has been uncommonly modified to 'By Appointment to the Rugby Fans of Hong Kong', making it an exceptional item for collectors.

Available at convenience stores from March 1, 2024.

## **LFC Legends and Hong Kong, China Rugby Team Unite to Celebrate Greatness Together**



**David James**



**Sami Hyypiä**

Carlsberg's enduring connection with sports continues as the brand proudly extends a special invitation to two esteemed Liverpool FC legends, David James and Sami Hyypiä. Representing the Liverpool FC, the two legends will join Carlsberg in Hong Kong for the thrilling Hong Kong Sevens, and engage in a jubilant celebration with devoted fans during the weekend. Breaking the boundaries between sports, the two legends will grace the Hong Kong Stadium, raising their glasses in a toast alongside fans from Hong Kong and worldwide, commemorating this remarkable international sporting spectacle. They will also engage at a skill showcase, joined by Hong Kong, China rugby players Max Woodward and Kyle Sullivan. Their interaction promises to be an extraordinary and not-to-be-missed experience. Stay tuned for more!

**Frenzied Excitement On and Off the Field: Limited Edition Souvenirs and Dining Offerings for Hong Kong Sevens**

Don't miss your chance to be a part of the electrifying Hong Kong Sevens experience at Hong Kong Stadium before it moves to Kai Tak Sports Park! Rugby enthusiasts can participate in the exciting 'Experience the HK7s Frenzy with Carlsberg Lucky Draw' by purchasing any Carlsberg products^ for HKD 35\* or more at selected retailers, restaurants, or bars# between March 4 and 27, 2024. By doing so, you will have the opportunity to win tickets to Hong Kong Sevens, meet the Liverpool FC legends, and get an autographed limited edition cooling towel from them. Don't miss out on this incredible chance to immerse yourself in the thrilling atmosphere of Hong Kong Sevens!

In addition to the launch of the 2024 HK7s Carlsberg Limited Edition Can, a range of exclusive souvenirs will soon be available both inside and outside the stadium to capture the fervour of the Hong Kong Sevens memories! For redemption information, please visit Carlsberg's Facebook and Instagram pages.

<p>Indulge in the smoothness of Carlsberg Smooth Draught at Outback outlets from March 6 to 27, 2024 and receive a limited edition tumbler with the purchase of three 650ml glasses, while stocks last.</p>	
<p>For every purchase of any Carlsberg products^ over HKD 35* at 7-Eleven (March 13 to 26, 2024) and Circle K (March 14 to 27, 2024) during the promotional period, you will receive a limited edition tumbler, while stocks last.</p>	
<p>Keep an eye out for designated areas with limited edition cooling towel giveaways. While supplies last, with the purchase of a Carlsberg product, you will also have a chance to receive a limited-edition beer lanyard to free your hands and go all out during the games!</p>	

\*The offer is subject to terms and conditions.

^Carlsberg, Carlsberg Smooth Draught, Carlsberg Premium Smooth Draught, Carlsberg Special Brew, Carlsberg 0.0.

# For more details about the promotions, please visit <https://carlsberg.activity.com.hk/R7/> or refer to the appendix.

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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 176th anniversary, we continue to remain committed to brewing for a better today and tomorrow.

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## **Appendix**

### **Experience the HK7s Frenzy with Carlsberg Lucky Draw**

Upon purchase of any Carlsberg products^ of HKD 35\* or above at designated retail outlets, restaurants or bars# during March 4 to 27, 2024, you will be entitled to register to participate in the 'Experience the HK7s Frenzy with Carlsberg Lucky Draw' \* (Trade Promotion Competition Licence No: 58285-6).

- First Prize (10 Winners): Two tickets for the 'Cathay/HSBC Hong Kong Sevens 2024' General Admission Ticket (1-Day) (not for sale, reference value HKD 650) and 'Carlsberg x HK7s After Party' tickets (not for sale) respectively.
- Second Prize (10 Winners): Two tickets for the 'Cathay/HSBC Hong Kong Sevens 2024' General Admission Ticket (1-Day) (not for sale, reference value HKD 650) and two Carlsberg x Liverpool FC Legends Autographed Cooling Towel (not for sale).

\*The offer is subject to terms and conditions.

^Carlsberg, Carlsberg Smooth Draught, Carlsberg Premium Smooth Draught, Carlsberg Special Brew, Carlsberg 0.0.

# Designated merchants include: 7-Eleven, Circle K, AEON, APITA, city'super, DCH Food Mart Deluxe, Fresh, HKTV mall, 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'). For other restaurant outlets, please visit [https://carlsberg.activity.com.hk/R7/outlet\\_list.php](https://carlsberg.activity.com.hk/R7/outlet_list.php)