



官方合作夥伴
Official Partner

Press Release
For Immediate Release

Carlsberg Hong Kong Named Official Partner of Kai Tak Sports Park



@Carlsberghongkong #Carlsberg #KaiTakSportsPark #OfficialPartner
#KaiTakStadium #CelebrateResponsibly

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[Hong Kong, February 26, 2025] Carlsberg Hong Kong (Carlsberg) is proud to announce its partnership with Kai Tak Sports Park (KTSP). As the Official Partner, Carlsberg is committed to providing an exceptional beer experience to all visitors at this world-class venue. In pursuit of betterment, Carlsberg goes beyond just brewing great beer; it strives to enhance every event at KTSP, ensuring elevated experiences for all.

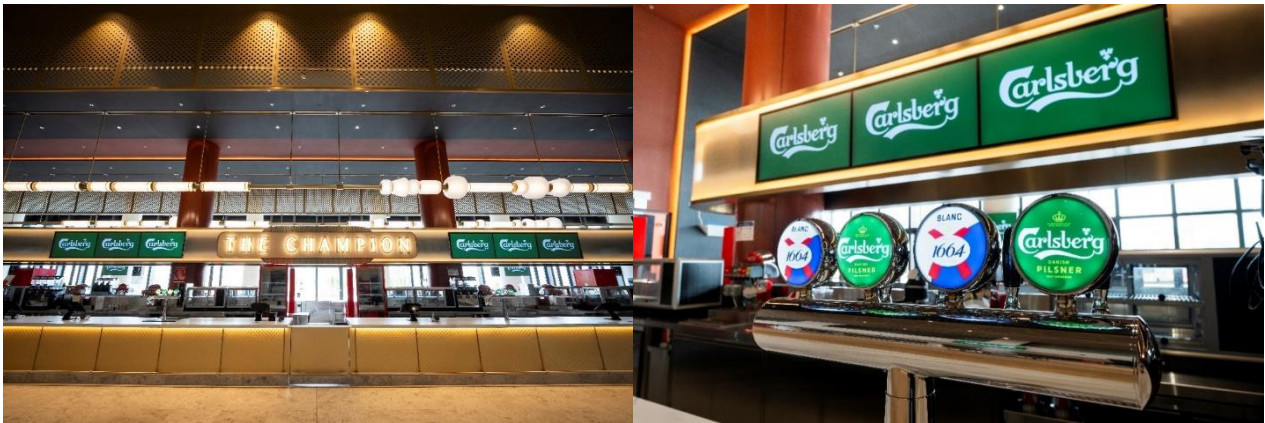
Carlsberg Teams Up with Kai Tak Sports Park as Official Partner





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As the Official Beer Partner, Carlsberg will bring a diverse portfolio of brands to KTSP, dedicated to enhancing the experience of every international sports, music, and major event by serving good quality beer. With world-class venue facilities, an advanced beer keg storage system and a total of 266 taps across various beverage outlets throughout the Kai Tak Stadium, spectators will be able to enjoy fresh pints of Carlsberg products, crafted with a commitment to raising the bar, in Hong Kong's home venue that is 'Raising the Game.'



Among the numerous beer-serving touchpoints at Kai Tak Stadium, 'THE CHAMPION' stands out as an unmissable highlight for all visitors. Located on the second floor of the East Concourse, 'THE CHAMPION' spans an impressive 100 meters, making it one of the longest sport bars in Asia. Featuring a quarter of the taps in Kai Tak Stadium, it offers a selection of fresh draught Carlsberg beer and cider brands, including Carlsberg, 1664, Somersby, and more. Further, 'THE CHAMPION' provides Carlsberg 0.0, an alcohol-free and low-calorie alternative to cater to the diverse needs and preferences of all visitors.



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Nathaniel Moxom, Managing Director of Carlsberg Hong Kong and Taiwan, remarked: 'We are delighted to announce Carlsberg's partnership with KTSP. By joining forces with KTSP, we are poised to enhance our brand presence and provide probably the best beer experiences for our international clientele. This partnership underscores our dedication to quality and innovation, reinforcing Carlsberg as the beer of choice for every occasion. We are excited about the potential brought by this collaboration and look forward to setting new benchmarks at KTSP with Carlsberg.'

John Sharkey, CEO of Kai Tak Sports Park, stated: 'Kai Tak Sports Park is delighted to announce our partnership with Hong Kong's pre-eminent beer supplier, Carlsberg. Their commitment to the sports and entertainment sector is well-established and fits with reinforcing our home venue ambitions. We look forward to seeing the happy faces on our guests when they get a chance to enjoy Carlsberg's products at KTSP in the years to come.'

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About Kai Tak Sports Park

Kai Tak Sports Park is a fully integrated sports, leisure and entertainment destination. The 28-hectare Sports Park will be part of the redevelopment on the site of the old Hong Kong International Airport in Kai Tak. The Sports Park features a 50,000-seat Main Stadium (named Kai Tak Stadium) with a retractable roof, Indoor Sport Centre (named Kai Tak Arena) with the flexibility to host community sports and events of up to 10,000 seats, and a Public Sports Ground (named Kai Tak Youth Sports Ground) with a capacity of 5,000 seats. These venues will be complemented with extensive public open spaces for events and leisure together with retail and harbour front dining spaces.

About Carlsberg Brewery Hong Kong Limited

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 178th anniversary, we continue to remain committed to brewing for a better today and tomorrow.

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