

BY APPOINTMENT

COURT



Carlsberg

Pilsner

CAP



Carlsberg

**SPECIAL
BREW**

Carlsberg

**ICE
BEER**

**CARL'S
RESERVE**

TUBORG

**DANISH
ROYAL
STOUT**

**jolly
SHANDY**

NON ALCOHOLIC

NUTRI-MALT







Expansion For A Better Future

In preparation for future growth and to meet new challenges, the company is expanding the brewery to increase production capacity to give greater cost-efficiency without compromising on the high quality standards in practice. The three-phase expansion programme started in 1999 and would be undertaken over three years involving an investment of RM135.0 million.

Three new stainless steel bright beer tanks, each with gross capacity of 2,525 hectolitres, were installed at the bright beer tank farm with the tanks being linked to a rooting valve matrix controlled by a new SCADA (Supervisory Control and Data Acquisition) computer system.

A new state-of-the-art shandy plant, located adjoining the tank farm, was also commissioned in December 1999. Equipped to handle bulk sugar and with two blenders, it is capable of producing 1,200 hectolitres per run, compared to 600 hectolitres previously.

The expansion programme in 1999 included a new centrifugal separator which has a higher capacity than the previous machine. Carbon Dioxide storage capacity has also been increased and consumption would be optimised using a new site wide metering system.

The brewery's operational expansion has also created the inevitable need to provide additional storage facilities for empties. This had been resolved by extending 3,000 metres of concrete reinforced deck at the newly purchased land located east of the brewery.





At The Forefront Of Sports Promotion In Malaysia

Carlsberg's continuing sponsorships and involvement in sporting events reflect the company's strong commitment to the promotion and upgrading of major sports in Malaysia.

To boost development of major sports in the country, Carlsberg proudly sponsored the *Malaysia Open Golf Championship* and the *World Cup Golf 1999* and was also involved in the *Formula One (F1) World Championship*.

These international events not only create much excitement and interest in sports, but also enable local and foreign enthusiasts to witness world class stars in action on Malaysian soil. Such events also positively project Malaysia's status as an ideal venue for the organisation of world class sporting tournaments.

Other major sports sponsored by Carlsberg in Malaysia include rugby, cricket and table tennis. Additionally, Carlsberg is one of the main sponsors of the *Olympic Council of Malaysia (OCM) Athletics Welfare Fund* - a Fund that provides welfare aid to national athletes in recognition of their contributions to sports after their glory years.



