

# The chill-out beer.

Carlsberg Ice Beer is produced through an ice brewing process where the temperature is reduced to minus four degree Celsius when ice crystals begin to form. The crystals are then removed resulting in a beer with an extraordinary balance, rich in flavour, smooth and easy to drink.

## CHARACTERISTICS:

- **Colour**  
Blonde
- **Alcohol Content**  
5.6%
- **Pack Size**  
Pint bottle 325ml



Since its inception, Carlsberg Malaysia has substantially increased production of the Carlsberg range of products. In addition to Carlsberg Green Label - the undisputed leader in the local beer market, the range also includes Carlsberg Special Brew, Carl's, Carlsberg Ice Beer, Chang Beer, Royal Stout, Jolly Shandy, Nutrimalt and Tetley's.



# 2002 Overview

## ADDRESSING THE NEED TO CHANGE

In line with the Group's continuous pursuit of excellence, a new packaging was launched for Carlsberg Green Label. The change in packaging from amber to green bottles represents the global look for Carlsberg Green Label which is available in more than 150 countries around the world.

The bottle represents a fresh ultra cool new look while the same perfect quality beer is maintained. This trendy and contemporary packaging is expected to sustain the Group's market share and sales growth momentum.



*Launch of the Green Bottle.*

## INTRODUCING ANOTHER CHOICE OF QUALITY BEER

Chang Beer, a new addition to the Group's product portfolio was introduced in August to offer beer consumers a further choice of a quality product at value for money pricing.

Chang Beer was originally brewed in 1995 by Carlsberg's Thai partner, Beer Thai Co Ltd in Bangkok, Thailand. Within five years of its introduction, Chang Beer became the leading national beer in Thailand. Today it is the number one national beer in Thailand claiming market share of around 60 per cent.





Carlsberg Malaysia is confident that this high quality beer, recognized by the Australian International Beer Awards as a gold medal beer, will yet be another successful product in the Malaysian beer market.

*Chang Beer is the latest addition to the Group's product portfolio.*



#### NEW LOOK AND NEW FLAVOUR FOR JOLLY SHANDY

To coincide with the 2003 Chinese New Year festivities as well as to address the changing tastes of the young and trendy, Jolly Shandy was introduced with a new orange flavour and a new refreshing look in December 2002.

The complete redesign of Jolly Shandy's packaging gives the product a fun, outgoing, active, energetic, stylish innovative, contemporary and youthful look.

Since its launch in 1985, Jolly Shandy has been enjoying steady growth. It complements Carlsberg's product portfolio to suit consumer tastes on social occasions.

*Launching of the new look and flavour for Jolly Shandy.*



## 2002 Overview (contd.)

### REACHING OUT TO CONSUMERS

In keeping with the strategy of involving the Carlsberg brand in prestige sports, the Group continued its sponsorship of the Carlsberg Malaysian Open which was staged at the Royal Selangor Golf Club.

The 2002 tournament was the richest national open golf championship on the Asian PGA tour with USD1.0 million prize money. The players included stars like Michael Campbell, Padraig Harrington, Ian Woosnam, Nick Faldo and Jean Van De Velde. Alastair Forsyth of Scotland won the title.

*Carlsberg Malaysian Open 2002 prize presentation ceremony.*







The Group also sponsored the 2002 Carlsberg Malaysia Sevens rugby event which was played to a packed stadium at the Petaling Jaya Stadium in Kelana Jaya. Sixteen countries took part in the tournament which had been included in the prestigious IRB World Sevens Series since 2001.



*2002 Carlsberg Malaysia Sevens rugby teams in action.*

Carlsberg caught up with the World Cup fever by organizing a football campaign during the month of June. Beer promotions were conducted at various venues as the World Cup matches were being screened.

*World Cup 2002 promotion at Carlsberg outlets.*



## 2002 Overview (contd.)

*Alan Tam at his concert sponsored by Carlsberg.*



On the music scene, consumers and music fans were rewarded with a memorable evening of premium quality entertainment at the Alan Tam Golden Concert 2002. This Carlsberg Hot Trax sponsorship is a community relation programme geared to promote music and the arts amongst loyal Carlsberg supporters and young adults.

Carlsberg continued its support for jazz music with the staging of four weekends of jazz performances at the Mont Kiara fountain courtyard. A total of ten groups, four of which are international bands, provided live entertainment at the Carl's Sunrise Jazz Festival.

*Carl's Sunrise Jazz Festival.*



The Computer Education Fund, jointly undertaken by Carlsberg and the Federation of Chinese Associations Malaysia raised a sum of RM0.45 million in year 2002. The funds raised will continue to be used to grant study loans, to Chinese students pursuing IT education in universities and colleges.



*Recipients for the study loan under the Computer Education Fund.*







## COMMITMENT TO QUALITY

The new state-of-the-art brewhouse was officially opened by the Deputy Minister of the Ministry of International Trade and Industry, Datuk Kerk Choo Ting, in September 2002. With this new plant, Carlsberg would be able to increase its annual production capacity by thirty per cent from 1 million hectoliters to 1.3 million hectoliters.

This fully automated brew house brings the Group's total plant and equipment investment over the last four years to above RM100 million.



*Official Opening of the new brew house by Datuk Kerk Choo Ting.*



*New pre-run vessel, wort kettle and whirlpool.*

## DEPOT RELOCATION

Staff at the Central Depot moved into their new office at Lot 22, Jalan Pengapit, Shah Alam in May 2002. Acquired in 1996, the property adjoins the brewery at the south-western end and houses a three-storey office block and a warehouse.



# The original strong beer.

Special Brew is undoubtedly the original strong beer in Malaysia since the brand was first introduced to the market in 1974. Special Brew has a rich, robust and challenging taste. The alcohol strength of 8.8% by volume is very well received by our loyal consumers who prefer a stronger beer.

## CHARACTERISTICS:

- **Colour**  
Dark Gold
- **Alcohol Content**  
8.8%
- **Pack Size**  
Can 320ml  
Pint bottle 325ml  
Quart bottle 680ml



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