

2005 overview

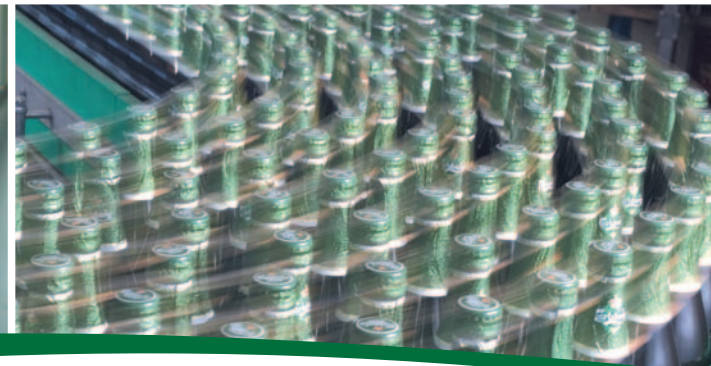


Sharing The Quality

Quality has been the driving force behind Carlsberg Malaysia's development for more than 30 years. Quality in the choice of raw materials, production technology, brands and marketing initiatives, distribution, service are all part of our way of ensuring Carlsberg in Malaysia delivers superior value to all our consumers and customers.

The Carlsberg quality standard is embodied in the philosophy of our founders J.C. Jacobsen and Carl Jacobsen.

"In working the Carlsberg Breweries it should be a constant purpose, regardless of immediate profit, to develop the art of making beer to the greatest possible degree of perfection in order that these breweries as well as their products may ever stand out as a model and so, through their example, assist in keeping beer brewing at Carlsberg on a high and honourable level."



Carlsberg Green Label is Malaysia's No. 1 beer brand with the highest brand equity for a beer brand in Malaysia. Carlsberg Green Label is also the 1st in Asia to launch the Carlsberg Club bottle - an innovative high quality, sleek shaped and Carlsberg embossed logotype bottle. The Carlsberg Club bottle is available at trendy premium entertainment outlets.



The Company's strategy in addressing the value segment in the beer market was successful with the establishment of the SKOL brand which celebrated its 1st anniversary in Malaysia. SKOL is the world's 3rd largest selling beer brand.

Danish Royal Stout has established itself firmly in the stout segment and continues to grow brand share despite a decline in this segment.

The Company strives to provide superior quality and value with all its brands and products to everyone who are inspired to seek our beverages.





Sharing Our Passion



Carlsberg Malaysia's success at continuously keeping its brands fresh and relevant to the fast changing environment originates from the energetic and vibrant passion for excellence which is channeled from the Carlsberg Hottracks association with music and arts.

During 2005, Carlsberg Hottracks associated itself with the Summer 8 Live Anti-Drug street concert in Kuala Lumpur which saw a turnout of more than 40,000 spectators enjoying the performances of both international and local artistes. The success was emulated at the Penang Summer 8 Live concert which saw an unprecedented 80,000 audience turnout.



get2gether

The introduction of the innovative Carlsberg Club bottle was also promoted via the Carlsberg “get2gether” events which in essence brings young people together to share a great time with great music, great friends and great quality Carlsberg beer.

