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## Get Ready to shamROCK Your St. Patrick's Day with Connor's Stout Porter

**Go black and make your St. Patrick's Day legendary with the cool, creative and crafty vibes of Connor's!**

**SHAH ALAM, 1 March 2024** – Connor's Stout Porter, one of Malaysia's finest stouts, is calling all lads, lasses and lovers of good times to channel their inner leprechaun and shake up their St. Patrick's Day this March! With month-long goodies lying in wait, consumers can look forward to more than just the ordinary and truly embrace the spirit of celebration.

With a knack for curating trendy experiences coupled with infectious British enthusiasm, Connor's is ushering in St. Patrick's Day with top-notch blowouts. Get ready for 28 electrifying bashes happening nationwide on March 14th, 15th or 16th, promising to leave consumers shamROCKing for days!

As a lead-up to the shindigs, fans of Connor's can stack their chances of getting their hands on a smashing Fred Perry Barrel bag worth RM598 while enjoying their favourite stout. From March 1st onwards they can muster as many entry tickets to increase their chances of winning big at Connor's St. Patrick's Day parties.

As the grand celebrations unfold, patrons who purchased any set of full pints or half pints of Connor's can partake in the Connor's *Tap Challenge* showdown – a test of pint-tapping prowess against their mates. Feeling lucky? Roll the dice in the *Shake for Luck* face-off and let the victories roll in. For those who fancy an adrenaline rush, the *Swing and Hook* race promises a cheeky challenge.

But the party doesn't stop there – live music alongside St. Patrick's Day performances featuring nimble-footed tap dancers, brilliant bagpipers, and mind-bending illusionists are on the menu. All this, while savouring the smooth and uniquely balanced taste of Connor's. It is an event so unforgettable that some may be green with envy.

Olga Pulyaeva, the Marketing Director of Carlsberg Malaysia, chimed in, "As we continuously look to innovate stout occasions, Connor's is breaking away from conventions and infusing new and exciting ways for consumers to enjoy this much-anticipated annual celebration. This year, we are amplifying *Taste the Good Times* with more fun, entertainment, and exclusive merchandise that we believe will shake things up and deliver an awesome St. Patrick's Day for Connor's lovers."

For those with a taste for style, from now until 31 March, a chance to snag the cool Fred Perry Barrel Bag worth RM598 awaits. Purchase a single can of Connor's Stout Porter for one entry or go big with four cans for five entries at super, hypermarkets, and Shopee. Act fast, as there are only 250 bags up for grabs.



Shopee shoppers also stand a chance to receive an exclusive invitation to Connor's St. Patrick's Day Celebration at the iconic Carlsberg Malaysia's Brewery in Shah Alam, Selangor. Limited to 30 winners and three of their mates, spending a minimum of RM500 on Connor's Stout Porter could be their ticket to this splendid affair. So, hop to it and make this St. Patrick's Day legendary!

To participate in the Connor's St. Patrick's Day celebrations and to check out the list of participating outlets, visit <https://www.connorsmalaysia.com/> for more details or like and follow Facebook at <https://www.facebook.com/ConnorsMY/> and Instagram at [www.instagram.com/connorsmalaysia](http://www.instagram.com/connorsmalaysia).

All promotions and activities are open to non-Muslims aged 21 and above. When purchasing and enjoying Connor's, remember to **#CELEBRATERESPONSIBLY** – if you drink, don't drive!

– End –

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#### About Carlsberg Malaysia

Carlsberg Brewery Malaysia Berhad was incorporated in December 1969. We are a dynamic brewer with operations in Malaysia and Singapore, with stakes in a brewery in Sri Lanka. We also have a regional presence via exports to Hong Kong, Taiwan, Laos, Cambodia, and Thailand.

Our international portfolio of brands features Probably The Best Beer in The World – Carlsberg Danish Pilsner, Carlsberg Smooth Draught and Carlsberg Special Brew as well as Carlsberg Alcohol Free Pilsner. This Carlsberg trio is complemented by international premium brews including France's premium wheat beer 1664 Blanc, 1664 Rosé, Japan's Sapporo Premium Beer, European cider Somersby, British-inspired Connor's Stout Porter draught, and US award-winning craft beer Brooklyn Brewery as well as Tuborg Strong. Our local brands include SKOL, Royal Stout and Nutrimalt.

Our approximately 600-strong workforce sell our products in a responsible manner within our sustainability-driven business. Our products are for non-Muslim consumers aged 21 and above. Please **#CELEBRATERESPONSIBLY** – if you drink, don't drive!  
Find out more at [www.carlsbergmalaysia.com.my](http://www.carlsbergmalaysia.com.my).

## 与 Connor's Stout Porter 燥起来 欢庆圣帕特里克节 和酷炫、创新、精致的 Connor's 一起“嗨”留下深刻回忆的圣帕特里克节！

（莎亚南 2024 年 3 月 1 日）马来西亚最优质黑啤酒之一 Connor's Stout Porter 号召所有俊男靓女和美好时光享受者，在这个 3 月释放出内在小精灵，来迎接别致新颖的圣帕特里克节（St. Patrick's Day）！为此，该品牌准备了长达一个月的好康，让消费者期待超乎平凡的精彩，真正拥抱庆祝的精神。

擅于献上时髦感和英伦风体验的 Connor's，将带来绝佳派对迎接圣帕特里克节。准备好在 3 月 14, 15 或 16 日到全国多地展开的 28 场盛典欢庆，承诺让消费者一起燥起来！

至节庆来临之际，Connor's 爱好者可在享用所喜爱的黑啤酒的同时，累计赢取价值 598 令吉 Fred Perry 圆筒包的机会。从 3 月 1 日起尽可能累积参赛资格，越多越好，即可增加机会在 Connor's 圣帕特里克节派对中获得大奖。

随着庆典帷幕拉开，购买任何一套大杯（full pint）或小杯（half pint）Connor's 的欢庆者，即可参加 Connor's Tap Challenge 挑战，与好友来一场倒酒大比拼。感觉运气好的朋友，不妨在 Shake for Luck 对决中掷骰子，让胜利滚滚来。想来一点刺激感，那就在 Swing and Hook 比赛中接受有趣挑战。

好玩的不仅如此，活动现场还会有音乐表演，以及圣帕特里克节特备表演，让各位见证踢踏舞者的灵活脚步、风笛手的别致才艺、魔术师的惊艳技巧，并配上顺滑均衡口感的 Connor's，让整体欢庆的体验更加难忘，甚至能让其他人羡慕不已。

马来西亚 Carlsberg 集团市场总监奥加尔（Olga Pulyaeva）指出，“我们不断地提升和创新黑啤相关节庆，Connor's 打破常规，引入崭新精彩方式来让消费者尽享这个备受期待的年度庆典。今年，我们大力绽放‘享受美好时光’（Taste the Good Times）精神，带来更多好玩游戏、精彩娱乐，以及独家商品，相信能够带来别致新颖感，并为 Connor's 爱好者带来更棒的圣帕特里克节。”

对造型有品味的一众，可从即日起至 3 月 31 日，抓取机会获得价值 598 令吉的 Fred Perry 圆筒包。在超市、霸市或 Shopee 购买一罐 Connor's Stout Porter 即可获取一次参赛资格，或购买 4 罐获取五次参赛资格，圆筒包数量仅有 250 份，赶紧行动吧！

Shopee 购物者也可享有机会获得独家邀请，前往雪州莎亚南标志性 Carlsberg 酒厂出席 Connor's 圣帕特里克节庆典，仅限 30 位获胜者以及 3 位好友。购买至少 500 令吉的 Connor's Stout Porter 以享有机会参与这场盛会，赶快行动，让这个圣帕特里克节留下难忘的回忆。

欲参与 Connor's 圣帕特里克节庆典及查看有参与商店名单，浏览 <https://www.connorsmalaysia.com/> 获取详情，或跟踪脸书专页（<https://www.facebook.com/ConnorsMY/>）及 Instagram（[www.instagram.com/connorsmalaysia](http://www.instagram.com/connorsmalaysia)）。



所有促销与活动仅开放给年龄 21 岁以上的非穆斯林人士。购买享用 Connor's，不忘理性饮酒——“酒后不开车，平安到永久”。

完

更多资讯，请扫描：



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