

Cheers all around

IT WAS A NIGHT OF MUSIC AND
DANCE AND A JOLLY GOOD TIME
AT THE FIRST SKOL WORLDVEST
LAUNCH IN CELEBRATION OF
THE BEER 'WINNING THE WORLD OVER'

by Anansa Jacob

SINCE it entered the Malaysian market in 2004, Skol beer has managed to capture the hearts and tastebuds of local consumers. Its light, smooth taste and economical pricing ensured that discerning drinkers would sit up and take notice of this European brand.

The strong support from local consumers has placed Skol among the top five beer labels in Malaysia, with a continually growing market share.

Recently, Skol went further, by launching the first Skol WorldFest in Kuala Lumpur. The event was a celebration of music and dance from countries where Skol is served.

Carlsberg Malaysia managing director Mogens Joenck said: "The Skol WorldFest is part of the company's constant brand-building exercise.

"We decided to launch it in Malaysia first since it is one of the leading countries where Skol is growing quickly.

"We hope that we can bring this event to our other markets by next year."

Carlsberg general manager Datuk Cheah Teng Lim added: "The Skol WorldFest aims to focus more on the cultures of the various countries where the beer can be found.

"We thought of doing it like Oktoberfest (the German beer festival) and calling it the SkolFest, but then it would have focused only on the beer.

"Instead, we turned the attention on culture and entertainment, presenting them all upon the same stage for the evening."

The entertainment that night featured a group of talented dancers that performed a medley of international dances comprising of an African tribal dance, a Chinese fan dance, a Spanish flamenco, the French can-can, and many others.

In addition, two percussionists performed several drum solos to South American rhythms.

The night was capped by a musical performance by local songstress Janet Lee, who gave riveting renditions of several reworked jazz numbers in English, French and Spanish as well as a few classic

♥ Dances, music and songs go down well with the fine food and free flow of Skol beer to turn the Skol WorldFest a rousing success.

