

HUDA DONATES 3,000 CARE PACKAGES TO DISADVANTAGED FAMILIES IN CENTRAL VIETNAM AMID SECOND COVID-19 WAVE

THUA THIEN HUE, August 19, 2020 – Huda has donated 3,000 care packages to disadvantaged families adversely affected by the COVID-19 pandemic in Da Nang, Quang Nam, and Quang Tri, reaffirming their staunch 30-year-long commitment to supporting the people of Central Vietnam.

With Central Vietnam becoming the new COVID-19 epicenter, Huda is collaborating with local Vietnam Fatherland Front committees to support disadvantaged families in Da Nang, Quang Nam, and Quang Tri. In the next few days, 3,000 care packages comprised of essentials including food and healthcare products are scheduled to be safely distributed to low-income families facing loss of wages and employment amid Vietnam’s second COVID-19 wave.



Donation hand-over ceremony from Carlsberg Vietnam to Vietnam Fatherland Front committee in Quang Tri province



Donation hand-over ceremony from Carlsberg Vietnam to Vietnam Fatherland Front committee in Da Nang city



Donation hand-over ceremony from Carlsberg Vietnam to Vietnam Fatherland Front committee in Quang Nam province

“Over the past three decades of operating in Central Vietnam, Huda has prioritized our relationship with the local community, standing by and lending needed support to our fellow citizens undergoing hardships,” said Mr. Nathaniel Moxom, Managing Director of Carlsberg Vietnam. “While these are difficult times for all of us, we believe that the strong solidarity found among our communities in Central Vietnam will eventually help us win the fight against COVID-19.”

During April’s alarming first COVID-19 wave, Carlsberg Vietnam also donated VND 2 billion towards strengthening frontline defenses battling the COVID-19 pandemic in the five Central Vietnamese provinces of Thua Thien Hue, Quang Tri, Quang Binh, Ha Tinh, and Nghe An. Huda’s long-standing commitment towards the people of Central Vietnam has also been evidenced through other practical initiatives including the long-term “Fresh Water for beloved Central” campaign, as well as its annual Tet holiday gift-giving program benefitting underprivileged families. These efforts spring from a deep understanding and appreciation for the lives of local people gained through Huda’s 30-year journey with the aim of further strengthening the bond between Huda and the beloved communities of Central Vietnam.

About Carlsberg Group

The Carlsberg Group is one of the leading brewery groups in the world, with a large portfolio of beer and other beverage brands. Its flagship brand – Carlsberg – is one of the best-known beer brands in the world, and the Baltika, Carlsberg and Tuborg brands are among the eight biggest brands in Europe. Around 41,000 people work for the Carlsberg Group and its products are sold in more than 150 markets. Find out more at www.carlsberggroup.com.

About Carlsberg Vietnam

Carlsberg is one of the first Danish multi-national companies to enter Vietnam and made its first investment in 1993. For the first 20 years, Carlsberg managed its Vietnamese operations through Carlsberg Indochina. In 2012, a fully dedicated Carlsberg Vietnam organization was established with offices and breweries in the North and Central of Vietnam. Carlsberg Vietnam’s brands include Carlsberg, Tuborg, Huda, Huda Ice Blast, Huda Gold and Halida.

More information about Carlsberg Vietnam and product range can be found at www.carlsbergvietnam.vn

Fanpage Huda Beer: <https://www.facebook.com/HudaBeer>