

FOR IMMEDIATE RELEASE

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A Kronenbourg 1664 Affair – 150 Feet Up in the Sky

The No. 1 Premium French Beer Celebrates Growth in the Pearl of the Orient by Hosting Dinner in the Sky

Penang, 16 March 2016 — Kronenbourg 1664 raises the bar higher and higher all the way to 150 feet above ground when hosting a spectacular Dinner in the Sky as part of its “Taste the French Way of Life” (TTFWOL) campaign. This year, the French premium brew is once again the official beer sponsor of the month long Dinner in the Sky, moving from KL Tower to Penang’s ThirtyTwo at The Mansion.

All strapped on safety belts and hoisted at a height of 150 feet overlooking the spectacular view of the sea, sunset as well as Penang’s skyline, Kronenbourg 1664 treated its customers and members of the media to a relaxing dining experience at the Pearl of the Orient. Kronenbourg 1664, part of Carlsberg Malaysia’s dynamic brand portfolio featured its two variants, Kronenbourg 1664 Lager and Kronenbourg 1664 Blanc, both specially brewed with aromatic Strisselspalt hops, the caviar of hops at the spectacular Dinner in the Sky. The main characteristics of Kronenbourg 1664 lager are its citrus and floral flavours that complement seafood. The Kronenbourg 1664 Blanc, a wheat beer variant is presented in a stylist blue bottle. Its cloudy liquid with a fruity and refreshing taste pairs perfectly with red meats and poultry. With its spectacular taste profiles, these premium beers made great companions as guests indulged in light conversations while taking on the gastronomic journey with exquisite food served from a collaboration by Chef Mathijs Nanne and Chef Eric Heijkoop.

“The best-selling French premium beer has enjoyed strong growth in sales and popularity especially in the Northern Region. Our partnership with Dinner in the Sky is the perfect avenue for us to celebrate our great achievement together with our supporters. In line with the Kronenbourg 1664 “Taste the French Way of Life” campaign, the brand continues to encourage urbanites to sit back, relax and take time to savour what matters in life. What better way to experience work-life balance than to disconnect with the world 150 feet above?” said Dylan Choong, Premium Brands Marketing Manager of Carlsberg Malaysia.

“The atmosphere on deck is lively and fun, with amazing photo taking opportunities and party tunes adding to the relaxed vibe. You’re bound to make new friends with your tablemates over the fact that everyone’s suspended from a crane. We are proud to give Kronenbourg 1664 fans the chance to be a part of this journey. We’re sure the night created an everlasting impression for everyone, thus a much needed boost for the remaining week ahead,” he added.

Work-life Balance seekers can also look out for upcoming activations that promise lots of fun and quality moments from www.facebook.com/KronenbourgMY

About Kronenbourg 1664

Kronenbourg 1664 is a premium beer that was named after the year Jerome Hatt, the founder of Brasseries Kronenbourg, first started commercial brewing. Since the fifties, Brasseries Kronenbourg is France's leading beer company, with unique 350-year know-how and a famous portfolio of beer brands. In 2008, Brasseries Kronenbourg became 100% part of the Carlsberg Group. Today, Kronenbourg 1664 is the best-selling French premium beer and is sold in more than 68 countries.

Dinner In The Sky Malaysia

Brought to you by 2Spicy Entertainment and endorsed by Malaysia Major Events (MME), **Dinner In The Sky Malaysia** is the first of its kind in South East Asia. Already a well known brand of entertainment, this Belgian based novelty service has done over 5,000 dinner events in 40 cities around the world so far. Started in May 2006 in Brussels, Belgium, this unique dinner experience uses a crane to hoist diners, table and waiting staff 150 feet off into the air giving them an amazing bird's eye view whilst enjoying exquisite culinary feast. This has been approved by TÜV SÜD, the German organisation that validates the safety of products of all kinds to protect humans and the environment against hazards. **Dinner In The Sky Malaysia** has also been approved by DOSH (Department of Occupational Safety & Health Malaysia).

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Incorporated in 1969 and listed on the Main Board of Bursa Malaysia Securities Berhad, Carlsberg Malaysia is part of Carlsberg Group with regional investment in Singapore and Sri Lanka. Our flagship brand – Carlsberg – is one of the best-known beer brands in the world whilst Kronenbourg 1664, Somersby, Asahi Super Dry are among the key premium brands in Malaysia. Approximately 600 people work for the Company, selling our products in a responsible manner and business managed sustainability.

Find out more at www.carlsbergmalaysia.com.my .

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顶级法国啤酒赞助“150 尺高空晚宴” 法国第一顶级啤酒在东方之珠的空中晚宴庆祝丰盛的销售增长

吉隆坡 2016 年 3 月 16 日讯—法国顶级啤酒 Kronenbourg 1664 再次赞助了万众期待的 150 尺高空晚宴，以延续推动“Taste the French Way of Life 品尝法式生活”活动。今年，这项活动从吉隆坡塔移至槟城的 32 Mansion，以让在不同地区的消费者都能有机会与 Kronenbourg 1664 享受这独特的晚餐。

无可置疑，这项活动能让客户和消费者于紧凑的生活步伐中忙里偷闲，享用在夜空中的晚餐。Kronenbourg 1664 诚邀生意合作伙伴及媒体到来，在槟城的夜空中共进晚餐，体验另类风格的晚宴。法国顶级啤酒 Kronenbourg 1664 是马来西亚皇帽集团旗下其中的品牌组合。Kronenbourg 1664 Lager 和 Kronenbourg 1664 Blanc，这两种啤酒都使用特别的酿酒花 (Strisselpalt Hops) 酿制而成。Kronenbourg 1664 Lager 最主要的特点是柑橘和花香的味道，也是享用海鲜时的最佳啤酒；而 Kronenbourg 1664 Blanc 是由优质小麦酿制而成，蓝色瓶子的外表更突显出其对时尚潮流的融合感。半透明的液体，加上完美的果香和爽口的滋味，是品尝肉类时不可获缺的最佳良伴。

Kronenbourg 1664 的宾客在系上安全带后，缓缓地升高至离地面 150 尺的高空中，俯瞰优美的槟城海岸线，湛蓝的大海及捕捉夕阳的照射。宾客们放松心情，于紧凑的生活步伐中忙里偷闲，一边饮用独特的 Kronenbourg 1664 啤酒，一边品尝两位名厨精心准备的佳肴。

马来西亚 Carlsberg 集团高级品牌营销经理锤淮鏢表示，“最畅销的法国顶级啤酒 Kronenbourg 1664 一直在销售和知名度上享有稳步的增长率，特别是在北部地区，在去年年底达到非常良好的增长率。与空中晚宴在槟城的合作绝对是一个非常妙的主意，因我们能以独特难忘的方式与一路走来支持我们的消费者们一同欢庆这成果。持续推动“Taste the French Way of Life 品尝法式生活”的宗旨，Kronenbourg 1664 鼓励马来西亚人能够适时放慢生活节奏，细细品味生活中的一些美丽事物。除了在离开地面 150 尺高的夜空中进餐，还有什么更好的方式能够让工作与生活上得到完美的平衡。”

“配合着音乐所带来的轻松气氛，高空上优美的环境，宾客们定能放松心情，与身边的每一个人饮酒聊天，并抓紧机会，为自己与朋友们拍下无数的美好回忆。我们很荣幸能让 Kronenbourg 1664 啤酒爱好者们享受这别有风趣的体验，并让大家能有一个难得的机会于高空结交新的朋友。我们相信在这项活动能为每个到来的人带来深刻的回忆。”他说。

工作与生活平衡的追寻者可以浏览 www.facebook.com/KronenbourgMY 以查询更多即将到来的活动，体验活动为你带来的乐趣及优质的时刻。

关于 Kronenbourg 1664

Kronenbourg 1664 是根据 Brasseries Kronenbourg 创办人，Jerome Hatt 开始大量酿酒生产的那一年而命名的特级啤酒。自五十年代开始，Brasseries Kronenbourg 已成为法国领先的啤酒公司并拥有 350 年以来所累积的独特技术，该品牌旗下也拥有好几个著名啤酒品牌。在 2008 年时，Brasseries Kronenbourg 被纳入 Carlsberg 集团旗下，并为 Carlsberg 集团 100% 持有的品牌。现今，Kronenbourg 1664 是法国国内最销售的特级啤酒并在全世界超过 68 个国家内进行贩售。

马来西亚空中餐厅

由 2Spicy Entertainment 呈现及马来西亚大型活动(MME)的认可，马来西亚空中餐厅首次登陆东南亚。这个比利时的新奇活动是世界知名的娱乐品牌，至今已在全世界超过 40 个城市，办了超过五千场空中用餐体验活动。从 2006 年 5 月在比利时首都布鲁塞尔开始，这种独特的晚餐体验利用起重机吊起食客，桌上等着职工至 150 英尺高的空中，为他们提供一个惊艳的鸟瞰图，同时享受精致的美食盛宴。这项活动已通过 TÜV SÜD，德国组织对所有与人类的安全及危害环境的产品的验证。马来西亚空中餐厅也已被马来西亚职业安全及健康部门 (DOSH) 批准。

此新闻稿是由马来西亚 Carlsberg 集团所提供，可即时发布。若有进一步的询问，请联络：

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创办于 1969 年，并在马来西亚证券交易所主板上市。马来西亚皇帽集团和新加坡与斯里兰卡区域投资是皇帽集团的一部分。堪称全球最佳啤酒—Carlsberg，是世界著名的啤酒品牌；Kronenbourg 1664, Somersby, Asahi Super Dry, 是马来西亚的主要高档品牌之一。大约有 600 人为公司效劳，以负责任的态度和业务管理的可持续性来销售我们的产品。

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