

FOR IMMEDIATE RELEASE

Press Statement 17/2017

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BRINGING THE FRENCH WAY OF LIFE TO MALAYSIA

Kronenbourg 1664 Blanc invites you to Pause for Le Moment this weekend to enjoy and indulge in a flow of good times

Kuala Lumpur, 14 & 15 July 2017– The French culture is one of passion and romance, with a strong culture deeply rooted with values of living life to the fullest and enjoying the finer things in life. This Bastille Day, Kronenbourg 1664 Blanc, brings the flavours and tastes of the French Way of Life to the heart of Kuala Lumpur – allowing one to appreciate all the little quality moments life has to offer. Many headed down to Champs De La Publika, more commonly known as The Square, Publika to kick back, relax and Pause for Le Moment. The weekend was all about taking time to eat and drink, to speak and listen to the people you care about, and just enjoy the moment. Reminding us to take time to enjoy the finer things in life.

Charles Wong, Marketing Director of Carlsberg Malaysia, proudly explains why it is important for everyone the opportunity to not only discover a new culture, but also unwind and to create relaxed quality moments with their family and friends. “Living in the heart of Malaysia, it is often easy for us to get caught up in the hustle and bustle of city life. That’s why our Kronenbourg 1664 Blanc “Pause for Le Moment” is such an exciting and memorable event; it allows our consumers to taste the French Way of Life, where we get to appreciate all the little quality moments life has to offer. Trust me, as a brand, our Kronenbourg 1664 Blanc is definitely synonymous with Le Moment,” he teases.

The Square, Publika as it is known was converted into a French like atmosphere, featuring popular iconic French landmarks like: La Region Du Kronenbourg, Rue Du Kronenbourg and of course, Champs De La Publika! Members of the public were invited to indulge in hand massages,

Kronenbourg 1664 Blanc infused sorbet and macaroons, all whilst enjoying typically French entertainment, including: mimes, cabaret performances, street magicians and the ever popular jazz band - 9Lives.

Kronenbourg 1664 Blanc is synonymous with Le Moment. Le Moment is all about creating relaxed quality moments accompanied by a refreshingly fruity wheat beer. Also in attendance were key influencers Natalie Saw, Joseph Germani, Kendra Sow, Jason PH, and Chloe Leong. Kronenbourg Ambassadors, who had done an Instagram Takeover on @kronenbourgmy prior to the event to showcase how to “Pause for Le Moment” by sharing on social media how they take time out of their hectic lives to spend quality moments with their family and friends.

For more information on Kronenbourg 1664 Blanc events ‘Like’ us on <http://www.facebook.com/KronenbourgMY> or follow us on instagram @kronenbourgmy.

About Kronenbourg 1664 Blanc

Kronenbourg 1664 Blanc is a modern, fruity and refreshing wheat beer. With its unique taste and appearance, it has an inimitable sweet and refreshing flavour, resulting from the hint of citrus and coriander spice used in brewing. With its flavour and design, this France premium wheat beer embodies the elegance and taste of France.

Launched in Malaysia in 2011, Kronenbourg 1664 Blanc enables beer connoisseurs to taste the French way of life with its iconic light blue hue coloured bottle accentuates its cloudy liquid and exquisite aroma flavour.

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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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将法式生活融入您的生活

法国 Kronenbourg 1664 Blanc 小麦啤酒邀请大家一起来享受生活的乐趣，尽情沉浸在美好时光

吉隆坡 15 日讯 - 激情与浪漫一向是法国文化元素之一。另外，充分享受生活中美好的事物亦是法国文化根深蒂固的价值观。在今年的法国国庆日，法国人最喜爱的啤酒 – Kronenbourg 1664 Blanc 小麦啤酒为大家呈献如何享受生活中的优质时光。许多人前往位于 Publika 中心的 Champs De La Publika（更广为人知为 The Square）以放松及感受品牌带来的悠闲时光；或是与三五知己相聚小酌；或是享受当下的惬意氛围。

马来西亚 Carlsberg 市场总监黄冠中表示，这个活动不仅是为了给予大马人体验法式文化的机会，更是要让大家可以与挚爱的家人朋友放松身心，共创优质时刻。“在吉隆坡生活，我们很容易陷入喧嚣的汲汲营营城市步伐中。这就是为什么 Kronenbourg 1664 Blanc 小麦啤酒带来的“Le Moment”让人如此印象深刻，因为它让我们停下脚步，鉴赏生活中的优质片刻。而 Kronenbourg 1664 Blanc 的品牌理念正是享受生命当下的美好时光”，他说。

位于 Publika 的 The Square 广场装上各式富有法国风味的摆设及具有象征性的法式地标，如 La Region Du Kronenbourg, Rue Du Kronenbourg 等，当然也少不了 Champs De La Publika。大众被邀请享用注入 Kronenbourg 1664 Blanc 的雪葩和马卡龙，同时享受多种法式娱乐，如哑剧、歌舞表演、街头魔术以及本地有名爵士乐队 9Lives 的现场演出。

Kronenbourg 1664 Blanc 是 Le Moment 的代名词，一个伴随着清爽果香小麦啤酒而创造出来的优质时刻。出席的还有网络名人苏慧盈（Natalie Saw）， Joseph Germani， 賈森（Jason PH）， 梁丽媚（Chloe Leong）与苏凯璇（Kendra Sow）。Kronenbourg 1664 Blanc 代言人预先在 IG 展示他们如何在每天繁忙的行程中百忙抽空，与家人和朋友共度美好时光。

欲知更多活动详情，请到我们的脸书专页 <http://www.facebook.com/KronenbourgMY> 按“赞”，或追踪我们的 Instagram 账号 @kronenbourgmy

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关于 Kronenbourg 1664 Blanc

Kronenbourg 1664 Blanc 是个现代并富有清爽果味的小麦啤酒。除了独特的口味和外观，它更是具有无与伦比的甜美清爽风味，多赐予酿造中采用了柑橘和香菜香味的秘方。这个法国优质小麦啤酒充分地利用其独特风味和设计来体现出法式的优雅与品味。

Kronenbourg 1664 Blanc 小麦啤酒于 2011 年在马来西亚市场推出，好让行家们从其标志性的蔚蓝色调瓶子品尝别具一格的芬芳啤酒，并从中感受惬意悠闲的法式生活。

更多查询请联络

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1969 年成立并在大马交易所主要板上市，大马 Carlsberg 为 Carlsberg 集团区域投资的部分，旗下包括新加坡及斯里兰卡。我们的主打品牌 Carlsberg 是全世界最为人知的啤酒品牌之一。Kronenbourg 1664、Somersby、Asahi Super Dry 则是本地其他优质品牌。公司员工约 600 人，以负责任态度销售产品并维持业务永续发展。

更多详情，请浏览 www.carlsbergmalaysia.com.my.