

FOR IMMEDIATE RELEASE

Press Statement 11/2018
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PAUSE FOR A BLUE TREAT WITH KRONENBOURG 1664 BLANC

Savour French's No.1 Wheat Beer and stand a chance to win a trip for two to Paris!

Shah Alam, 4 April 2018 – The No.1 premium French wheat beer, Kronenbourg 1664 Blanc believes that one should pause from the hustle and bustle of daily life to enjoy quality moments with friends and family. True to its tagline of 'Pause for Le Moment', Kronenbourg 1664 Blanc is running a 'Pause for A Blue Treat' scratch and win contest giving wheat beer lovers a chance to experience French's way of cherishing moments in life with a 6D5N all-expense paid trip for two to Paris, France!

The 'Pause for A Blue Treat' contest commences from 15 April to 30 May 2018. For every purchase of 1 tower or 1 bucket of Kronenbourg 1664 Blanc, one will be entitled with two (2) gift cards; or 1 gift card when one purchases 3 full pints of Kronenbourg 1664 Blanc at participating pubs and bars. All consumers need to do is to test their luck if the gift cards will reward them with a treat from Kronenbourg for two to Paris, France or a bottle of Kronenbourg 1664 Blanc!

Similar contest also applies to shoppers who purchase a 4-can pack or 4-bottle pack of Kronenbourg 1664 Blanc at Tesco, Aeon, Aeon BIG, Giant and other participating supermarkets from 1 April to 15 May 2018.

Every gift card will entitle consumer an instant win, so hurry and head to participating pubs, bars, restaurants, supermarkets and hypermarkets! For more info on the "Pause for A Blue Treat" campaign or Kronenbourg 1664 Blanc, check out www.facebook.com/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 Blanc, Somersby, Asahi Super Dry, Connor's Stout Porter 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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2018 年 4 月 12 日



歇一歇，享受 KRONENBOURG 1664 BLANC 的蓝色礼遇

畅饮法国销量第 1 白啤酒赢取双人巴黎游，另有 6 万瓶待你领回家！

莎阿南 2018 年 4 月 12 日讯 – 法国销量第 1 的白啤酒 Kronenbourg 1664 Blanc 温馨提醒忙碌的马来西亚人应暂停下匆忙的脚步，以便与家人及朋友共度一段美好的时光。

为了激励人们珍惜这宝贵的一刻，悠闲地享受冰凉的 Kronenbourg 1664 Blanc，Kronenbourg 1664 Blanc 为啤酒老饕带来了赢取 6 天 5 夜的双人法国巴黎游的机会，而且费用全包！此外，我们还预备了 6 万瓶 Kronenbourg 1664 Blanc 让消费者带回家。

这项‘歇一歇，享受蓝色礼遇’的刮即赢竞赛期从 4 月 15 日至 5 月 30 日，凡这期间在参与的酒馆及酒吧购买 1 塔或 1 桶 Kronenbourg 1664 Blanc，即可获得两 (2) 张礼卡；或购买 3 大瓶 Kronenbourg 1664 Blanc 便可获得 1 张礼卡。

啤酒老饕不但可沉浸在法国第一畅销白啤酒的悠闲氛围中，还可赢取 6 天 5 夜双人巴黎游或把几瓶 Kronenbourg 1664 Blanc 带回家！‘歇一歇，享受蓝色礼遇’的刮即赢竞赛，让人人可以享受悠闲片刻以及把丰富奖品带回家。

此外，于 4 月 1 日至 5 月 15 日期间，凡购物者在 Tesco、Aeon、Aeon BIG、Giant 以及其他参与的超级市场购买 4 罐装或 4 瓶装的 Kronenbourg 1664 Blanc，即可获得一 (1) 张礼卡，当中奖品包括一个机会赢取 6 天 5 夜双人巴黎游或一瓶 Kronenbourg 1664 Blanc。

每一张礼卡都让啤酒老饕可以即刮即赢，因此，想赢奖，请马上到参与的酒馆、酒吧、餐厅、超级市场及霸级市场去吧！关于更多‘歇一歇，享受蓝色礼遇’活动或 Kronenbourg 1664 Blanc 资讯，请浏览 www.facebook.com/KronenbourgMY。

关于 Kronenbourg 1664 Blanc

Kronenbourg 1664 Blanc 是一个现代并富清爽果香的小麦啤酒。除了独特的口味和外观，它更具有无以伦比的甜美清爽风味，这皆是因在酿造中采用柑橘和香菜香料秘方所赐。这款法国优质小麦啤酒充分利用其独特风味和设计，体现了法国式的优雅和品味。

Kronenbourg 1664 Blanc 于 2011 年在马来西亚面市。这个具有标志性浅蓝色调瓶子的啤酒，让饮家们尝到了别具一格的芳香佳酿，也从中感受惬意悠闲的法式生活。

更多查询请联络：

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成立于 1969 年并在大马交易所上市，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 是世界上最为人知的啤酒品牌之一，Kronenbourg 1664 Blanc、Somersby、Asahi Super Dry、Connor's Stout Porter 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。