

FOR IMMEDIATE RELEASE

Press Statement 06/2019
31 January 2019

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Win A FREE Unforgettable Valentine's Date Worth RM20,000 With Kronenbourg 1664 Blanc

Captivate your loved one to a date of elegance with limousine ride, sightsee Kuala Lumpur on a helicopter, spa, dinner and a 5-star hotel stay

Shah Alam, 31 January 2019 – Share memorable moments of you and your loved one with the hashtag #1664BlancValentines on social media and stand a chance to win a Valentine's date worth RM20,000!

The No. 1 premium French Wheat Beer, Kronenbourg 1664 Blanc is set to sweep couples off their feet to a luxurious date on Feb 14 that is of good taste and elegance. Living up to its brand promise of delivering the *French Way of Life*, you and your special one will be treated to more than just a celebration, but an experience of a lifetime you'll both never forget!

Kronenbourg 1664 Blanc is rewarding the grand prize of its Valentine's Day contest to enjoy a romantic day full of luxury, style and elegance for two! Celebrate in style as you and your partner experience a fashion makeover, sightsee the beautiful city of Kuala Lumpur on a helicopter tour, be treated to a pampering couple's spa, enjoy a romantic French dinner with unobstructed views of KLCC and a night stay at a 5-star hotel in Kuala Lumpur all while being chauffeured on a luxurious limousine ride.

That's not all! There will be 30 lucky winners who will stand a chance to win a carton (24-can pack) of Kronenbourg 1664 Blanc to savour this fruity, refreshing and aromatic wheat beer.

All you need to do is post a photo of you and your loved one indulging Kronenbourg 1664 Blanc with the hashtag #1664BlancValentines on Facebook or Instagram. The social media contest runs from 1 February 2019 to 12 February 2019. Winners will be announced on 13 February via Kronenbourg 1664 Blanc Malaysia's Facebook page.

For more info and T&C on the Kronenbourg 1664 Blanc's Valentine's Day contest, head over to www.facebook.com/KronenbourgMY

For further enquiries, please contact:

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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 investments 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.

供即时发布

新闻稿 06/2019
2019 年 1 月 31 日

喝 Kronenbourg 1664 Blanc 赢取价值 RM20,000 毕生难忘的情人节之约

融化爱人心房的华丽约会出动豪华车接送、乘坐直升机遨游吉隆坡、共享双人 spa、共进私人晚餐及住宿 5 星级酒店

莎阿南 31 日讯 - 您只需在社交媒体分享和爱人在一起的温馨难忘时刻，并标签上 hashtag #1664BlancValentines，即有机会赢取价值 RM20,000 的情人节之约!

法国销量第 1 的白啤酒 Kronenbourg 1664 Blanc 即在来临的 2 月 14 日安排一场排场奢华，格调高贵，并令情侣们融化的情人节之约。在这一天，您将和另一半领略其非凡品牌精神，尽享法式风情 (*French Way of Life*)，这绝不是一场普通的情人节，而是您俩毕生难忘的一次体验!

今年 Kronenbourg 1664 Blanc 的情人节竞赛大奖，就是让您和爱人享受一天极致奢华排场，高贵格调的两人世界! 在这一天当中，您俩将经历时尚大变装，搭上直升机升空欣赏吉隆坡美景，享受美妙情人双人 spa，到 5 星级餐厅共进浪漫法式晚餐，还可边吃边欣赏无敌城市全景，然后再下榻吉隆坡一家 5 星级酒店住宿一晚，全程由备有车夫的豪华轿车接送。

除此之外，我们也将送出 30 份安慰奖，每一位安慰奖幸运儿即可获得一箱 (24 罐装)，带着浓郁法国风味，富含清爽、芳香和浪漫果香的 Kronenbourg 1664 Blanc 啤酒。

赢奖动作简单，只需在脸书或 Instagram 分享您和爱人共享 Kronenbourg 1664 Blanc 的照片，并标签 hashtag #1664BlancValentines，即有机会赢得这份大奖。这项透过马来西亚 Kronenbourg 1664 Blanc 脸书专页举行的社交媒体竞赛，由 2 月 1 日开始至 2 月 12 日截止。优胜者名单将在 2 月 13 日公布。

关于更多 Kronenbourg 1664 Blanc 情人节竞赛详情与条规，敬请浏览 www.facebook.com/KronenbourgMY

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