

FOR IMMEDIATE RELEASE

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Add A Touch of Elegance to Your Dinner and Win Elegant Prizes

Free 1664 Blanc Limited Edition designer coasters and chance to win 1664 Blanc glassware, t-shirt and premium gift set this September

Shah Alam, 20 September 2019 – Great taste inspires everyone and elevates moments with friends, setting the perfect mood and spurring memorable conversations for that unforgettable moment. Inspiring you to show and share good taste, French's No.1 premium beer 1664 Blanc offers a unique refreshing taste with a hint of citrus and tropical notes.

“To continue inspiring good taste, 1664 Blanc recently launched the “Dinner in Blue” campaign to add a touch of elegance at every dinner moment with style. The campaign aims to illuminate the dinner experience of beer lovers with its great brew and exciting promotions, elegantly crafted for consumers to share and enjoy with their friends and family”, said Caroline Moreau, Marketing Director of Carlsberg Malaysia.

Featuring its beautiful iconic blue bottle inspired by the Eiffel Tower, 1664 Blanc is the representation of its origin produced in a country of fine taste and fashion. Following its collaboration with KL Fashion Week 2019 as official beer of the annual fashion event, 1664 Blanc hits the fashion scene anchoring its passion for art and creativity. “Unifying art, fashion, and good taste; 1664 Blanc promotions are customised to reward consumers with exclusive designer merchandise with an added touch of elegance to their dinners,” added Moreau.

Elevate your dinner moments in style as 1664 Blanc partners with more than 100 participating bars and restaurants to reward diners with a chance to win 1664 Blanc glassware when enjoying 1664 Blanc. The glassware, designed by founder Jerome Hatt, is shaped with a large open top for that perfect sip. The etchings of nucleation points at the base of the glass improves carbonation and coupled with its high centering to retain the freshness of a great brew. Embossed with the 1664 script which dates to the creation of the brewery, this makes the glass a must have for beer lovers.

Get these exclusive designed merchandises to illuminate your dinner when savouring the refreshing 1664 Blanc. Instantly get a FREE 3-piece elegantly designed coaster set with every purchase of a 4-can pack of 1664 Blanc at supermarkets and hypermarkets OR if chilling out with friends, revel in the good taste of 1664 Blanc at bars or restaurants when you buy three full pints, six half pints, one bucket OR a tower of 1664 Blanc.

Further stand to double your winnings with a 1664 Blanc premium gift box comprising a 1664 Blanc bottle, a 1664 Blanc 0.25cl glassware and a stylish pair of sunglasses! Other premiums include a 1664 Blanc designer t-shirt or a beautifully designed 1664 Blanc 0.25cl glassware! To enjoy the same exclusive gifts, don't miss out on this special promotion when purchasing 1664 Blanc at convenience stores. Spend RM20 and above on 320ml OR 500ml 1664 Blanc and relish these awesome gifts while stocks last.

Hurry and enjoy 1664 Blanc now and elevate the moment with family and friends, and be rewarded elegantly! For more exciting activities by 1664 Blanc, visit www.facebook.com/KronenbourgMY or www.carlsbergmalaysia.com.my.

About 1664 Blanc

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, 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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为您的晚餐添加优雅气氛并赢取优雅奖品

免费 赠送 **1664 Blanc** 限量版设计师杯垫，获得机会赢取 **1664 Blanc t 恤**、
玻璃杯及精致礼盒附加时尚太阳眼镜仅在九月

莎阿南 12 日讯 – 高雅品味可以感染每一个人，亦能令一场欢聚氛围升华，营造完美气氛，让大家敞开心扉聊一聊，给彼此留下难忘的回忆。具有独特清爽口感，由伴着清清 柑橘香及热带风味的法国销量第一优质啤酒带来启发，让人们懂得如何体现及分享高雅品味。

马来西亚 Carlsberg 市场总监柯诺琳说：“1664 Blanc 近期推介的“法蓝晚宴”活动，就是为了开启人们的高雅品味，为每一顿晚餐添加优雅气氛。这项活动旨在通过佳酿与促销提升啤酒爱好者的晚宴体验，让消费者懂得享受以及与挚友和家人分享这一份优雅。”

1664 Blanc 的瓶子以埃菲尔铁塔为设计蓝本，是一个外型靓丽又具标志性的蓝钴玻璃瓶，它亦象征其原产国精致品味与时尚风情的传承。随着 1664 Blanc 涉足时装界，成了 2019 年吉隆坡时装周的大会官方啤酒，这体现它追求艺术与创意的执着。柯诺琳补充说：“1664 Blanc 融合了艺术、时尚及优雅品味，客制化促销犒赏消费者，送出独家设计师周边商品，并为他们的晚宴添加优雅气氛。”

1664 Blanc 与超过 100 家酒吧及餐厅合作，不仅让老饕的晚餐来个华丽转身，亦让他们在畅饮 1664 Blanc 之时，有机会赢取优雅设计的玻璃杯。此玻璃杯由 Jerome Hatt 创办人所设计，其杯口宽大，便于啜饮，而底部蚀刻成核点有助改善酒体碳酸化，加上高定心精度能够更好地保持啤酒清爽。其杯身还刻上这酒的创酿年份即 1664 的浮雕，更显得弥足珍贵，值得啤酒爱好者珍藏。

在畅饮清爽 1664 Blanc 之时，获取独家设计的周边商品。凡在超市购买 4 罐装的 1664 Blanc，或与三五知己前往酒吧或餐厅小酌欢饮 1664 Blanc，每购买三大瓶、六小瓶、一桶或一塔 1664 Blanc，即可免费获得 3 片设计典雅的杯垫套装。

同时，您还有双倍机率赢取一个 1664 Blanc 精致礼盒，内附一个 1664 Blanc 瓶子、一个 1664 Blanc 0.25cl 玻璃杯及一副太阳眼镜！其他精品包括一件 1664 Blanc 设计师 t-恤或一个设计精美的 1664 Blanc 0.25cl 玻璃杯！趁此促销期间前往便利店购买 1664 Blanc，也可以获得这些独家礼品。只需购买 20 令吉以上的 320 毫升或 500 毫升 1664 Blanc，即可获得这些礼品，至礼品送完为止。

趁此良机，与亲人挚友共享 1664 Blanc，营造美好时光，获取优雅的奖赏！欲了解更多关于 1664 Blanc 的精彩活动，请浏览 www.facebook.com/KronenbourgMY 或 www.carlsbergmalaysia.com.my.

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