

FOR IMMEDIATE RELEASE

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## 1664 *Bon Appétit-lah* Returns to Serve Up Style with Every Sip

1664 teams up with pioneering streetwear icon CLOT in first-ever Asia regional collaboration, inviting consumers to dine in style.

**SHAH ALAM, 6 June 2025** – The world’s No.1 French beer, 1664, is once again transforming everyday moments into the extraordinary with the return of *Bon Appétit-lah*. Reinforcing its promise to elevate simple pleasures, the brand takes a bold new step this year with its first-ever Asia-wide exclusive collaboration—teaming up with urban fashion label CLOT, founded by Edison Chen, to fuse French brewing finesse with cutting-edge streetwear culture.

Building on the success of *Bon Appétit-lah*’s previous editions, this collaboration takes casual dining up a notch – where good food meets great style. Known for bridging Eastern and Western fashion sensibilities through its range of apparel that highlights the iconic Silk Royale pattern that’s associated with artistry in Asian culture, CLOT perfectly embodies 1664’s ethos of transforming everyday moments into extraordinary celebrations.

“As the No.1 French beer brand in the world, 1664 is about more than taste—it’s about embracing moments with effortless style. Through *Bon Appétit-lah*, 1664 brings that spirit to life, turning everyday dining into something more special and even more extraordinary. This year, we are taking it a step further with CLOT, blending style into how we experience beer and culture. This is where French good taste meets street-smart edge, setting the scene for moments that are effortlessly cool, unexpectedly bold, and true to 1664’s signature style,” said Olga Pulyaeva, Marketing Director of Carlsberg Malaysia.

“Our aim was to create a product that is not only visually appealing but also tells a story of cultural fusion—bridging the East and French. Collaborating with 1664 has been an exciting journey, and we’re thrilled to offer a collection that celebrates the richness of cultural differences while elevating everyday moments,” said Simon Wat, General Manager of CLOT.

For the first time, 1664 and CLOT proudly team up in a bold collaboration to present *Bon Appétit-lah*, making its way into the heart of the city with an exciting two-day takeover of TRX’s Raintree Plaza over the evenings of 13<sup>th</sup> and 14<sup>th</sup> June to bring East meets French to life in a fusion of food, style and an electrifying lineup of performances by locally and internationally renowned artists in extraordinary ways.

Guests can savour a curated menu of Asian dishes imbued with French influences from the city’s most celebrated restaurants. 1664 x CLOT *Bon Appétit-lah* will also showcase the limited-edition 1664 x CLOT merchandise available for purchase exclusively at the event in a 1664 X CLOT speakeasy-style fabric store, making it a must-visit for beer connoisseurs and trendsetters alike. So, what are you waiting for? RSVP now at <https://1664malaysia.com/eventbal2025/>.



If you miss the 1664 x CLOT *Bon Appétit-lah* event, fret not – you still have a chance to experience the 1664 Blue Hour at 30 outlets nationwide throughout June and July, and stand a chance to win limited edition 1664 x CLOT merchandise.

The collab doesn't stop there. You can take home a one-of-a-kind 1664 x CLOT exclusive ceramic tumbler with 1664 purchases at participating supermarkets, hypermarkets, and online stores nationwide.

Follow @1664malaysia on Facebook and Instagram for more info on the happenings. All activities are open to non-Muslims aged 21 and above. When purchasing and enjoying 1664, remember to always **#CELEBRATERESPONSIBLY** – if you drink, don't drive!

– End –

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#### About Carlsberg Malaysia Group

Carlsberg Brewery Malaysia Berhad was incorporated in December 1969. We are a dynamic brewer with operations in Malaysia and Singapore, with stakes in a brewery in Sri Lanka, and regional presence via exports.

Our international portfolio of brands features Probably the Best Beer in the World – Carlsberg Danish Pilsner, Carlsberg Smooth Draught and Carlsberg Special Brew as well as Carlsberg Alcohol Free Pilsner and Wheat. Our international premium brews including France's premium beers 1664 Brut, 1664 Blanc and 1664 Rosé, as well as iconic first beer of Japan, Sapporo Premium Beer, European cider Somersby, British-inspired Connor's Stout Porter and US award-winning craft beer Brooklyn Brewery as well as Tuborg Strong. Our local brands include SKOL, Royal Stout and Nutrimalt. Our products are for non-Muslim consumers aged 21 and above in Malaysia or aged 18 and above in Singapore. Please **#CELEBRATERESPONSIBLY** – if you drink, don't drive!

Our 640 performance-driven employees are guided by our Purpose of *Brewing for a Better Today and Tomorrow* and we are committed to delivering on our ESG programme of Together Towards ZERO and Beyond in our quest to achieve net zero carbon emissions throughout our value chain by 2040. Find out more at [www.carlsbergmalaysia.com.my](http://www.carlsbergmalaysia.com.my)

## 1664 *Bon Appétit-lah* 华丽回归，举杯尽显时尚风采

1664 首次携手亚洲潮流先锋品牌 CLOT，展开区域性合作，邀消费者一同“型”享美食飨宴。

（莎亚南 2025 年 6 月 6 日讯）世界第一法国啤酒 1664 再度带来 *Bon Appétit-lah*，通过此次回归再将日常时刻转化为非凡庆典。品牌坚守承诺让简单喜悦升华，今年以全新面貌重磅回归，首次展开横跨亚洲的独家联名合作——携手由陈冠希创立的潮流品牌 CLOT 将法国酿造工艺与前卫街头服饰文化相融合。

此次合作汲取历届 *Bon Appétit-lah* 的成功精髓，将轻奢用餐体验升华至新高度——让美食遇上潮流风。CLOT 以东西合并服饰系列而闻名，其标志性丝绸图腾（Silk Royale）与亚洲文化艺术精髓相应，完美诠释了 1664 将日常时刻转化为非凡的精神。

马来西亚 Carlsberg 集团市场总监奥加尔（Olga Pulyaeva）表示，“作为世界第一法国啤酒品牌，1664 不仅代表出众的口感，更着重以轻松风格拥抱每时每刻。通过 *Bon Appétit-lah* 活动，1664 让这份精神生动体现出来，也让日常用餐体验更加特别，更加非凡。今年，我们与 CLOT 携手把时尚风格融入啤酒和文化的体验方式中。在这里，法式玩味与街头时尚相结合，带来轻松酷炫、别具一格的体验，更彰显 1664 驰名风格。”

CLOT 总经理 Simon Wat 说道，“我们的目标不仅是创造具有视觉魅力的产品，更要表达文化交融的一则故事，成为东方与法国之间的桥梁。此次与 1664 的合作，是一段精彩有趣的旅程，我们很高兴能够通过这一系列的推出，为各别文化丰富性喝彩，同时也让日常时刻得到不凡光彩。”

有史以来，1664 与 CLOT 首次大胆合作，共同呈现 *Bon Appétit-lah* 现场活动，于 6 月 13 日及 14 日跃入首都吉隆坡 TRX 的 Raintree Plaza，以非凡风格汇集美食、时尚、本地和国际众星演出，显出东方美学遇上法式玩味的活力。

访客有得品尝各种注入法式元素的亚洲菜肴，均由全城几家最著名餐厅精心打造。与此同时，1664 x CLOT *Bon Appétit-lah* 活动还将展出限量版 1664 x CLOT 周边产品，仅在现场的 1664 x CLOT 地下酒吧风格概念店限量发售，啤酒爱好者与潮流达人绝对不容错过。机会难得，立即点击 <https://1664malaysia.com/eventbal2025/> 预约出席！

若您无法亲临 1664 x CLOT *Bon Appétit-lah* 现场活动，先别气馁，因为 6 月至 7 月期间，您还可前往全国 30 家场所体验 1664 Blue Hour，并享有机会赢取限量版 1664 x CLOT 单品。

此次联名合作远不止于此，在全国有参与的超级市场、大型超市、网上商店购买 1664，还可获得独一无二的 1664 x CLOT 独家陶瓷杯。



打开脸书和 Instagram 关注 @1664malaysia 以跟进最新动态。所有活动仅限年龄 21 岁以上的非穆斯林人士。购买享用 1664 时，记得要 # 理性饮酒——酒后不开车，开车不喝酒！  
**#CELEBRATERESPONSIBLY**

-完-

欲获取更多资讯, 请扫描以下二维码:



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关于马来西亚 Carlsberg 集团

马来西亚 Carlsberg 集团 (Carlsberg Brewery Malaysia Berhad) 于 1969 年 12 月成立, 是一家灵活酒商, 业务遍布马来西亚和新加坡, 并在斯里兰卡一家酒厂持有股份, 也通过出口市场扩大区域范围。

本集团旗下国际品牌组合包括堪称全球最佳啤酒——Carlsberg Danish Pilsner、Carlsberg Smooth Draught、Carlsberg Special Brew 及 Carlsberg Alcohol Free Pilsner and Wheat, 还有国际优质啤酒: 法国优质啤酒 1664 BRUT、1664 Blanc 及 1664 Rosé、日本标志性首个啤酒 Sapporo Premium Beer、欧洲苹果酒 Somersby、英伦式 Connor's Stout Porter、美国屡获殊荣精酿啤酒 Brooklyn Brewery, 以及 Tuborg Strong。本地品牌包括 SKOL、Royal Stout、Nutrimalt。本集团旗下产品仅供马来西亚年龄 21 岁以上、新加坡年龄 18 岁以上的非穆斯林消费者饮用。理性饮酒, 你我有责, 时时刻刻牢记住“酒后不开车, 开车不喝酒”! **#CELEBRATERESPONSIBLY**

我们共有 640 名员工, 皆以绩效为驱动力, 并秉承“酿造更美好的今天和明天” (Brewing for a Better Today and Tomorrow) 宗旨, 我们致力于实施“共同迈向并超越零目标” (Together towards ZERO and Beyond) ESG 计划, 以实现到 2040 年全价值链净零碳排放目标。

敬请浏览 [www.carlsbergmalaysia.com.my](http://www.carlsbergmalaysia.com.my) 了解更多。