



## **A BELGIAN AFFAIR AT BEER FESTIVAL**

**PETALING JAYA, 5 June 2012** – The first ever Belgian Beer Festival jointly organized by Luen Heng F&B Sdn Bhd (LHFB), a subsidiary of Carlsberg Malaysia in collaboration with Brussels Beer Café, celebrates the Belgian Beer Festival from 6 to 16 June at all branches of Brussels Beer Café.

The Festival is set to offer a unique Belgian beer drinking experience with a twist where it will feature leading Belgian beer brands distributed by LHFB such as Hoegaarden, Grimbergen, Stella Artois, Leffe and Belle-vue. These beers are also perfect companion for cuisines like fish, mussels and bacons.

All Brussels Beer Cafés nationwide will participate in this Festival where beer advocates can have a taste of the exquisite beers and food platter of the Belgian descent and enjoy dining and drinking moments that resembles a typical ambient of a Belgian café.

“With the wide range of Belgian beer brands offered by our subsidiary LHFB, we believe that discerning beer drinkers can indulge their taste buds with variety of Belgian beers ranging from wheat beer, abbey beer to specialty beer at a promotion price during the 11-day festival. Promotion covers Facebook contest that give out limited edition premiums and special Belgian beer combo promos,” Soren Ravn, MD of Carlsberg Malaysia shared.

At the launch, Carlsberg Malaysia through its subsidiary Luen Heng F&B introduced the new addition to the Hoegaarden beer family. Hoegaarden Rosée is similar in body to the original wheat beer but is infused with the fruity zest of raspberries.

Soren commented, “Mr Phillip Tan, the Regional Director of South Asia, Anheuser-Busch InBev International is here today to introduce the new addition to Hoegaarden beer family – the Hoegaarden Rosee. Do get a sip of this wheat beer which is infused with the fruity of raspberries, and subtle hints of spice and coriander, as it will only be available in Malaysia sometime later this year. Hoegaarden Rosee is currently available in tap at all Brussels Beer Café branches.”

Like the wheat beer, Hoegaarden Rosée is also unfiltered making it cloudy in appearance and alive with a delicate pink to light orange hue. It has lower in alcohol (3% ABV) with a refreshing, smooth sweet taste.



Hoegaarden wheat beer was introduced in Malaysia in year 1996. It has since become the fastest growing wheat beer that grows significantly in sales and distribution. It captured the taste bud of many discerning beer lovers and the signature Hoegaarden 500ml glassware was the talk of the town and a 'must-have' collectible item.

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This media release has been prepared by Carlsberg Brewery Malaysia Berhad and is for immediate release. For further enquiries please contact:

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