

**PRESS
RELEASE**



FRENCH CHAMPAGNE OF BEERS NOW AVAILABE AT CARREFOUR MALAYSIA

Kuala Lumpur, 14 September 2012 – Kronenbourg 1664, France's No.1 beer hosted the official launch of its new venture into hypermarkets here in Malaysia at Carrefour, Mid Valley. This partnership with Carrefour Malaysia now ensures beer lovers all around Malaysia have the opportunity to bring home the French "Champagne of Beers" and enjoy it anytime they please. This is the first step in many ventures to come. Kronenbourg 1664 will soon be available at other major supermarkets as well as hypermarkets nationwide.

Bringing the 'French Art of Pleasure' to life in celebration of its arrival to consumers' local hypermarkets, French flags, amazing Eiffel beer towers, a specialized backdrop and the free flow of the classic European lager Kronenbourg 1664, as well as the fruity and refreshing Kronenbourg 1664 Blanc, donned the landmark event.

Injecting the French passion for creativity, a special live art performance was set up to entertain guests. The painting was then further personalised with artistic skills from Soren Ravn and Stephane Coum, Merchandise Director of Carrefour to make a mark for the occasion. A special caricature artist was also present, drawing pictures of guests and handing it out as a special memorabilia for all those who brought home their first pack of either Kronenbourg 1664 or Kronenbourg 1664 Blanc.

Soren Ravn, Managing Director of Carlsberg Malaysia mentioned, "This new venture is a positive move forward for Kronenbourg 1664 as a growing brand here in Malaysia. Fondly known as the 'Champagne of Beers' in France, Kronenbourg 1664 is a sophisticated beer that will add panache and style to any occasion."

Kronenbourg 1664 Lager will be available for purchase in 325ml bottles at the price of RM11.90 while the Kronenbourg 1664 Blanc in 330ml bottles at RM12.90 each. In conjunction with the launch, a special competition will also be conducted. Prizes such as the iconic Kronenbourg Eiffel Beer tower are up for grabs for the lucky winners. A proof of purchase will be needed for entry into the competition.



For more information on Kronenbourg 1664 Blanc, please visit
www.facebook.com/KronenbourgMY

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