

**PRESS
RELEASE**



KRONENBOURG 1664 UNFOLDS A NEW FRENCH REVOLUTION IN TOWN

Urbanites 'Taste the French Way of Life' with No.1 premium French beer

KUALA LUMPUR, 8 AUGUST 2014 – The French have always been known to enjoy life because they take the time to cherish its moments whilst Malaysians are known to be hard workers, often neglecting to taste the simple pleasures in life. There is no better way to achieve work-life balance than to merge these two cultures together over a nice cold Kronenbourg 1664. This idea was brought to life at the recent Kronenbourg 1664 barbeque party held at the panoramic Stratosphere, the Roof where over 200 urbanites embraced the lifestyle to 'Taste the French Way of Life' championed by the No.1 premium French beer by chilling out on a Friday evening.

'Taste the French Way of Life' is a brand new thematic campaign introduced by Kronenbourg 1664. Its uniqueness is clearly distinguished by its simple yet fun filled anecdotes. The activities in-store are not over the top, hard-hitting or overly intense but takes on a more significant outlook in providing a delightful atmosphere where people can come together and just let loose.

"We at Kronenbourg 1664 believe it's time to enjoy the little pleasures in life amidst our busy alliance in the corporate rat-race. Urbanities like us should get work-life balance right, just the way the French do. That is why we are inviting you to join our "Taste the French Way of Life' campaign and together, we will champion the art and beauty of work-life balance by simply treasuring good conversation and company," Henrik J. Andersen, Managing Director of Carlsberg Malaysia said at the recent launch of the campaign.

At the Kronenbourg 1664 barbeque party, consumers were impressed by the entertaining performances of fire eaters, poi acts and a wonderful two-piece band that kept the tempo going. Guests were all smiles testing out the grilling photo booth and stress-o-meter game, and had the most fun releasing their week-long stresses of work by participating in Lively



Larry's game show. The food was also nothing short of delicious coupled with ice-cold Kronenbourg 1664 lager and Blanc, the night echoed on with animated conversations and hearty laughter.

The roof-top barbeque bash was the first of a series of 7 events that Kronenbourg 1664 has put together to bring the 'French Way of Life' to its consumers. If you are up for simple pleasures to invigorate, unwind, and satiate that need for enjoyment after a hectic day or week of work, Kronenbourg 1664 invites you to the next six upcoming events. These will then culminate in an ultimate year-end party that is gearing to host city folks with a night of endless fun, simple pleasures and quality moments.

To top off the series and ensure that none of those moments go unnoticed, Kronenbourg 1664 is giving away one of the hottest items in the market, the much sought after Handheld Monopod. All consumers need to do is just to purchase a Kronenbourg 1664 beer tower, two buckets or six full pints of it to get their hands on one. The Handheld Monopod giveaway is an extension of the 'Taste the French Way of Life' campaign to ensure that quality moments are captured and immortalized always.

For the longest time Malaysians have been putting work and success over taking the time to enjoy life's simple pleasures. Day after day, the norm in Asia has been an unconditional dedication to the work force without prejudice, but as it seems, the time-off needed every now and then, has not been exerted to its fullest. Fortunately, No.1 premium French beer, Kronenbourg 1664 is putting an end to that belief and giving Malaysians what they truly deserve.

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

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Taste The French Way of Life Upcoming Events:

Aug 22nd – Darts Night . It's time to get your game face on!

Sep 5th – Movie Night . We promise you'll be at the edge of your seats

Sep 19th – Dining in the Dark. It's time to get those taste-buds tingling with anticipation

Oct 3rd – Comedy Night. Like they say, laughter is the best medicine

Oct 17th – Food Fest & Art Escapade. The time has come to ignite those senses

Oct 31st – Broadway show. Kick-up those heels and sing along because this is going to be a show to remember!

Dec 5th – Kronenbourg 1664 Year-End party. It'll be the most fun you'll have this year!



About Kronenbourg 1664

Kronenbourg 1664 is a super-premium beer that was named after the year Jerome Hatt, the founder of Brasseries Kronenbourg, first started commercial brewing. Since the fifties, Brasseries Kronenbourg is France's leading beer company, with unique 350-year know-how and a famous portfolio of beer brands. In 2008, Brasseries Kronenbourg became 100% part of the Carlsberg Group. Today, Kronenbourg 1664 is the best-selling super premium beer in France and is sold in more than 70 countries.

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