

FOR IMMEDIATE RELEASE

Press Statement 03/2023

3 February 2023

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## Valentine's Day Gets a Playfully Elegant Twist with 1664 Rosé!

1664 Rosé celebrates Valentine's moments in style with the perfect gift and rendezvous experience

**SHAH ALAM, 3 February 2023** – The season of love is just around the corner and what better way to celebrate the occasion than with France's No.1 premium wheat beer, 1664 Rosé. Hailing from the love capital of the world and with a penchant for *#GoodTasteWithATwist*, 1664 Rosé has curated exclusive novelties that give consumers an extraordinary experience with their loved ones and add playful elegance to Valentine's Day clichés.

To elevate the occasion and give consumers the opportunity to express love every day, 1664 Rosé is commemorating the affair beyond the 14th of February. Running from now until 28 February, consumers will be able to celebrate moments together with their favourite people be it sending out a surprise gift with a *twist* or planning a charming outing for the evening, for an entire month.

For a captivating declaration of love, 1664 Rosé in partnership with Dadi Cinema at Pavilion Bukit Bintang Kuala Lumpur, has crafted a first in market cinema experience starting from 10th February. On top of your ticket admission to *Le Cinema Lounge 1664* at DADI Cinema for two, enjoy the ideal VIP date-night outing which comprises of two theatre movie tickets, complimentary 1664 Rosé and 1664 Blanc, a signature 1664 Rosé beer bouquet and a plush 1664 branded pillow. Consumers will also be able to enjoy instagrammable Valentine's Day moments at the elegant *Le Cinema Lounge 1664* before heading in for a cosy movie night. Those heading over for an evening movie will also be able to enjoy a complimentary serving of 1664 Rosé or 1664 Blanc at the *Le Cinema Lounge 1664*.

If red hearts and roses feel like they are becoming too much of a cliché, 1664 Rosé's charming Valentine-day alternative is worth ditching the regular routine for entirely. After its successful introduction last year, 1664 Rosé has levelled-up their Valentine's floral gifting so that enthusiasts will be able to send the brand's signature 1664 Rosé bouquet to their loved ones nationwide – a gift *du jour* that is bound to flutter hearts whether it is for a lover, friend or family.

"1664 has always been a perfect complement to enjoying shared moments. To elevate this year's Valentine's Day, 1664 Rosé is bringing consumers *#GoodTasteWithATwist* as they share the season of love with the ones they cherish most. The exclusive experience and our specially designed 1664 Rosé beer bouquet injects playful elegance to the occasion as we celebrate all relationships, and we are delighted to be able to make moments like these more memorable for everyone," commented Olga Pulyaeva, Carlsberg Malaysia's Marketing Director.

Just as the French appreciate *joie de vivre* or joy of living, and make the ordinary into something more celebratory, 1664 has also put the perfect gift together for online shoppers. Available on Shopee, PotBoy, Pandamart and Air Asia Travel Mall, consumers who purchase any three 4-can pack of 1664

Rosé or 1664 Blanc will be able to redeem an elegant set of 1664 Blanc stem glasses perfect for enjoying a Valentine's drink together.

Slated to be an experience to remember, the month-long 1664 Valentine's Day campaign offers an enriching experience as fans celebrate moments with a twist. To find out more about what's in store, be sure to like and follow @1664BlancMY on Facebook and Instagram or visit [www.facebook.com/1664BlancMY](http://www.facebook.com/1664BlancMY) for more details. All activities are open to non-Muslims aged 21 and above. When purchasing and enjoying 1664 Blanc or 1664 Rosé, remember to always **#CELEBRATERESPONSIBLY** – if you drink, don't drive!

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For more communication materials, scan here:



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### About Carlsberg Malaysia

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. We also have a regional presence via exports to Hong Kong, Taiwan, Laos, Cambodia and Thailand.

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. This Carlsberg trio is complemented by international premium brews including France's premium wheat beer 1664 Blanc, 1664 Rosé, Japan's No.1 premium beer Asahi Super Dry, European cider Somersby, British-inspired Connor's Stout Porter draught, and US award-winning craft beer Brooklyn Brewery as well as Tuborg Strong. Our local brands include SKOL, Royal Stout and Nutrimalt.

Our approximately 600-strong workforce sell our products in a responsible manner within our sustainability-driven business. Our products are for non-Muslim consumers aged 21 and above. Please #CelebrateResponsibly – if you drink, don't drive! Find out more at [www.carlsbergmalaysia.com.my](http://www.carlsbergmalaysia.com.my)

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## 1664 Rosé 为情人节增添优雅又好玩的体验

### 1664 Rosé 准备了完美的礼物和约会体验，让情人节仪式感满满

（莎亚南 2023 年 2 月 3 日讯）爱的季节即将来临，欢庆这个节日绝少不了法国第一优质小麦啤酒 1664 Rosé。源自于世界爱情之都，对 #GoodTasteWithATwist 情有独钟的 1664 Rosé，精心策划了独家新品，为消费者与所爱之人带来非凡体验，并为情人节增添优雅又好玩的体验。

为了提高节日热度并让消费者每天都有机会表达爱意，1664 Rosé 将把落在 2 月 14 日的这个节日拉长庆祝。从即日起至 2 月 28 日，无论是送出惊喜礼物，或是一晚动人的约会，消费者可享有一整个月的机会，与他们最喜爱的人一起共庆美好时刻。

为了让爱意加分，1664 Rosé 与位于吉隆坡武吉免登柏威年广场（Pavilion KL）的大地影院（Dadi Cinema）合作，打造市场首创影院体验。从 2 月 10 日起，除了 DADI Cinema 的 *Le Cinema Lounge 1664* 两人门票外，还可享有浪漫的 VIP 约会之夜包括免费的 1664 Rosé 和 1664 Blanc、标志性的 1664 Rosé 啤酒花束和精美的 1664 品牌枕头。在享受舒适的电影之夜前，消费者还可前往 *Le Cinema Lounge 1664* 专厅享受难忘的情人节时刻，同时也可免费享用 1664 Rosé 或 1664 Blanc。

如果红心和玫瑰花感觉太过于单调，那么 1664 Rosé 的迷人情人节礼物，值得您完全跳脱节日常规。继去年成功推出后，1664 Rosé 升级了其情人节花卉礼物，让爱好者把标志性的 1664 Rosé 花束送给全国各地的亲人，无论是送给情人、朋友还是家人，这份礼物将会打动人心。

马来西亚 Carlsberg 集团市场总监奥尔加（Olga Pulyaeva）表示：“1664 一向是共享美好时刻的完美良伴。为了让今年的情人节锦上添花，1664 Rosé 为消费者带来了 #GoodTasteWithATwist，让他们与最珍惜的人分享爱情的季节。在庆祝所有情意的同时，我们所带来的独家体验、特别设计的 1664 Rosé 啤酒花束，也为这个节日注入优雅玩味，我们很高兴能够让这样的时刻对每个人来说更加难忘。”

与法国人 *joie de vivre*（生活之乐）精神一样为平凡事物增添喜庆，1664 也为线上购物者准备了完美礼物。消费者可在 Shopee、PotBoy、Pandamart 和 Air Asia Travel Mall 购买任何三份 4 罐装 1664 Rosé 或 1664 Blanc，并可兑换一套精致优雅的 1664 Blanc 高脚酒杯，非常适合一起享用情人节饮品。

为期一个月的 1664 情人节活动将成为难忘的体验，为粉丝们带来丰富多彩的庆祝时刻。欲知更多，欢迎在脸书和 Instagram 按赞关注 @1664BlancMY 或浏览 [www.facebook.com/1664BlancMY](http://www.facebook.com/1664BlancMY)。所有活动仅开放给 21 岁以上的非穆斯林人士。购买和畅饮 1664 Blanc 或 1664 Rosé 时，记得要 #理性饮酒——“酒后不开车，平安到永久”。

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