

FOR IMMEDIATE RELEASE

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Savour Le Moment with Kronenbourg 1664 Pause and Enjoy Life's Little Moments of Pleasure

Petaling Jaya 9 August — Imagine sitting by a classic, quiet café sipping a Kronenbourg 1664 Blanc, light chatter and a sense of serenity fills the air as the sun sets and the night opens up – this is the perfect spot to watch the world go by. This is Le Moment, an extension of Kronenbourg 1664 “Taste the French Way of Life” (TTFWOL) campaign which embraces a form of desire to take time off the usual hectic pace of life to enjoy little daily indulgences.

The idea was brought to life at the recent Le Moment launch held at Caffeinees where urbanites embraced the lifestyle championed by Kronenbourg 1664 by getting off work on time and lived in the moment in a light and easy rhythm that expresses all relaxation and contentment one could hope for to just enjoy the simple pleasures life has to offer.

A wonderful 2-piece band led by influencer Michelle Leong dialled up the atmosphere of the night while drinkers sipped on refreshingly fruity Kronenbourg 1664 Blanc. To capture and immortalise Le Moment, GIF photos were captured and converted into fun movie posters delivering a unique experience for the guests. Sensually stimulating, it was a feast for the senses as guests were served with liquid nitrogen refreshments as they savour the brew. Le Moment also encouraged guests to relax with a cold citrus scented towel followed by an express hand spa by massage therapists to rejuvenate guests’ palm, wrist and fingers as all the worries melt away.

“More and more Malaysians are living a hectic lifestyle. In this fast paced and demanding lifestyle, we asked ourselves, what would Le Moment mean for Malaysians. Slowing down is a conscious choice, and not always an easy one, but it leads to a greater appreciation for life and a greater level of happiness. By creating a series of simple indulgences enhanced with emotionally stimulating activities, we hope to encourage consumers to take a break and live in Le Moment like the French do. After all, your calm mind is the ultimate weapon against your challenges, so just relax and recharge,” said Juliet Yap, Marketing Director of Carlsberg Malaysia.

“If you are up for simple pleasures to invigorate and enjoy life’s little moments of pleasures, Kronenbourg 1664 invites you to join us on our Le Moment outlet activations,” she added.

At the launch, guests were pleasantly surprised by a flash mob that appeared amongst the audience, bringing the story of Le Moment to life. The launch also saw a series of activities branched from the thematic message of Le Moment which will be emulated in subsequent outlet activations to invigorate little pleasures with just a hint of magic.

Le Moment does not end there - in championing the little daily indulgences, Kronenbourg 1664 will also bring a little bit of magic to offices for those who are unable to attend our outlet level activities. The brand will be throwing 12 office soirees, themed "Pause for Le Moment", to get friends and colleagues to savour Le Moment together, indulge a little and recharge for better productivity. The office soirees will create unforgettable moments through various activities.

For more information about Kronenbourg 1664 or to look out for upcoming activations throughout the nation that promise lots of fun and indulgent moments, please visit www.facebook.com/KronenbourgMY.

About Kronenbourg 1664

Kronenbourg 1664 is a 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 French premium beer and is sold in more than 68 countries.

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Incorporated in 1969 and listed on the Main Board of Bursa Malaysia Securities Berhad, Carlsberg Malaysia is part of Carlsberg Group with regional investment in Singapore and Sri Lanka. Our flagship brand – Carlsberg – is one of the best-known beer brands in the world whilst Kronenbourg 1664, Somersby, Asahi Super Dry are among the key premium brands in Malaysia. Approximately 600 people work for the Company, selling our products in a responsible manner and business managed sustainability.

Find out more at www.carlsbergmalaysia.com.my .

即时发布

与 Kronenbourg 1664 一起享受 Le Moment 停下脚步 放松心情 享受生活的每个小乐趣

八打灵再也，2016年8月9日 -

想像自己坐在一家典雅、安静的咖啡厅。咖啡厅外入夜的黄昏中四处是熙来攘往的人潮，喋喋不休的交谈。而你暂停了脚步，在咖啡厅优雅旋律中享受著一杯 Kronenbourg 1664 Blanc。就这样空气中弥漫著一种舒适的宁静，世间美事不过如此。这就是 Le Moment，Kronenbourg 1664 “品味法式人生” (Taste the French Way of Life) 推广项目的延伸，崇向一种从平日忙碌生活节奏中抽空，放松心情欲望，在每一天的生活中享受每个小乐趣。

法式享乐的概念在 Caffeinees 举行的 Le Moment 推介礼上展现出来，繁忙都市人都暂停了他们的忙碌工作和放慢生活节奏，同时也畅饮 Kronenbourg 1664 以享受生活中的每个简单小乐趣。

由 Michelle Leong 领军的 2 人组合使当晚的气氛更欢腾。宾客们在那优雅的旋律中享受著清爽果香风味的 Kronenbourg 1664 Blanc。此外，主办单位为了让宾客们记载 Le Moment 的体验，现场也将照片以 GIF 格式保存，并且制成有趣的 Le Moment 电影海报，让宾客与朋友们留下独特的体验。当晚主办单位也利用液態氮 (Liquid Nitrogen) 制作小点心，同时匹配此佳酿，为宾客打造一份清新的滋味。推介礼还分发出有柑橘香氛的冷毛巾好让贵宾抹去一天里所有的不舒适，并提提神。随着还有按摩师为宾客进行手部按摩，活络手掌及手指，让宾客暂时抛开所有烦恼，与世隔绝好好地享受当下。

大马 Carlsberg 市场总监叶睨涵说：“越来越多大马人生活忙碌，放松时间少之又少，高压及高速的生活节奏之下，我们必须自问，Le Moment 对大马人究竟代表什么意义。放慢脚步是个

需要特意作出的决定，并往往不太容易，但却可让人再次体味在繁忙中忽略了的美妙人生。因此，我们希望透过一系列简单的乐趣活动，营造一种触动人心的舒适氛围，让消费者能够放慢生活的忙碌脚步，像法国人一样享受 Le Moment。毕竟冷静淡定才是面对挑战的终极方法，既然如此，那就与 Kronenbourg 1664 一起放松、充电吧！”

她补充：“若您向往一些简单的快乐，受生活的每个小乐趣，Kronenbourg 1664 邀您一起暂停脚步稍做歇息，在参与销售处享受法式的 Le Moment。”

推介礼上的一场“快闪”活动，也为宾客们带来意外惊喜，重现了 Le Moment 暂停脚步享受每个当下的概念。此外，会上亦安排了一系列围绕 Le Moment 核心讯息的活动，并会陆续在接下来的 Le Moment 参与销售处进行。

Le Moment 不仅止于此，为了增进”享受生活的每个小乐趣”，Kronenbourg 1664 也将把惊喜带到无法参与 Le Moment 活动的消费者的办公室。Kronenbourg 1664 将举办 12 场以“Pause for Le Moment”为主题的办公室聚会（office soirees），让朋友及同事们一同暂时搁下工作的繁忙来品味 Le Moment，享受生活小乐趣、并为提高生产力而充电。Pause for Le Moment 办公室聚会将通过各种活动为消费者制造难忘的回忆。

欲知更多有关 Kronenbourg 1664 的详情，并查询更多 Le Moment 活动，请浏览 www.facebook.com/KronenbourgMY 以体验其中的无限乐趣及欢乐时刻。

关于 Kronenbourg 1664

Kronenbourg 1664 是 Brasseries Kronenbourg 创办人 Jerome Hatt，开始大量酿酒生产的那一年命名的特级啤酒。自五十年代开始，Brasseries Kronenbourg 已经是法国首屈一指的啤酒公司，并拥有 350 年以来所累积的独特技术及数个著名啤酒品牌。Brasseries Kronenbourg 在 2008 年成为 Carlsberg 集团持股 100%的独资公司。时至今日，Kronenbourg 1664 已贵为最畅销的法国特级啤酒，并在全世界超过 68 个国家贩售。

若有任何疑问，请联络：

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