

FOR IMMEDIATE RELEASE

Press Statement 23/2019

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KRONENBOURG'S 'DINNER IN BLUE' ELEVATES THE MOMENT IN GOOD TASTE AND STYLE

Premium French wheat beer 1664 Blanc shares good taste with haute cuisine in grandiose fashion in celebration of Bastille Day

Kuala Lumpur, 12 July 2019 – Kronenbourg 1664 Blanc, French's No.1 premium wheat beer, presented media and guests with an exclusive dining experience themed "Dinner In Blue". 1664 Blanc provided a spectacular dining experience in true blue fashion befitting its campaign to emphasise on the colour BLUE.

The venue, Chateau de Caffeinees was draped in blue and adorned in opulent décor depicting the iconic blue-hued bottle and one of the colours of the French flag, illuminating a cool ambience.

"Kronenbourg 1664 Blanc continues to inspire everyone to share beautiful moments with loved ones at dinner occasions while enjoying a good tasting brew. Produced in a country of fine taste and fashion, 1664 Blanc's 'Dinner In Blue' campaign aims to elevate all moments in style. With partnerships from more than 100 participating pubs, bars and restaurants, we reward diners with a free glass of French's No.1 premium wheat beer," said Ted Akiskalos, managing director of Carlsberg Malaysia.

As a special guest to the gala event, Ambassador of France to Malaysia H.E. Mr Frédéric Laplanche said, "We're glad to see the success of Kronenbourg, a French brand, here in Malaysia showcasing our culture through great dance, music, food and fashion done in good taste. And what better way to commemorate the event with France's National Day, also known as Bastille Day, which falls on 14th July."

To strengthen its brand position with good taste and elegance, 1664 Blanc hits the fashion scene as the official beer of the upcoming KL Fashion Week 2019 (KLFW 2019). As a teaser of this gala event which takes place from 21st to 25th August, guests were amazed by the elegant pieces showcased by seven designers of KLFW 2019.

It was an elegant evening as guests savoured the good taste of 1664 Blanc, a smooth-tasting wheat beer bursting with hints of citrus and coriander spice.

Captivated guests were left reeling after a luxurious meal as they were entertained to great French music. The evening ended with a spectacular display of fireworks in celebration of Bastille Day, elevating the moment in grandiose fashion!

In anticipation of limited-edition designer merchandise up for grabs in the September campaign, enjoy Blue Happy Hours now till end August to get a FREE half pint of 1664 Blanc! Simply spend RM50 and above every Friday when dining at participating modern bars, cafes and restaurants nationwide.

Come share the good taste of Kronenbourg Blanc 1664 and elevate your dining experience when celebrating any occasion or season with friends and loved ones! For more exciting activities by 1664 Blanc, visit www.facebook.com/KronenbourgMY or www.carlsbergmalaysia.com.my.

About Kronenbourg 1664 Blanc

Kronenbourg 1664 Blanc is a modern, fruity and refreshing wheat beer. With its unique taste and appearance, it has an inimitable sweet and refreshing flavour, resulting from the hint of citrus and coriander spice used in brewing. With its flavour and design, this France premium wheat beer embodies the elegance and taste of France. Launched in Malaysia in 2011, 1664 Blanc enables beer connoisseurs to taste the French way of life with its iconic light blue hue coloured bottle accentuates its cloudy liquid and exquisite aroma flavour.

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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 Blanc, Somersby, Asahi Super Dry, Connor's Stout Porter 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

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KRONENBOURG ‘法蓝晚宴’ 演绎美好时刻之升华味 蕾、优雅风情

经典法国小麦白啤 1664 Blanc 盛宴欢庆法国国庆日分享美好时刻品味精致生活

吉隆坡 12 日讯 – 法国销量第一的优质啤酒 Kronenbourg 1664 Blanc 特设“法蓝晚宴”，为媒体及嘉宾呈现一场高质量的精致晚餐体验。1664 Blanc 让优雅的晚宴披上了蓝色，完美演绎了其蓝色的主题。

盛宴现场 Chateau de Caffeinees 将标志性的酒瓶蓝，亦是法国国旗的其中一种颜色融入了空间，把它化成炫耀的魅力蓝色时空。

马来西亚 Carlsberg 集团董事经理泰德艾天赐说：“Kronenbourg 1664 Blanc 将继续启发灵感，让每一个人都懂得与挚爱在晚餐分享美好时刻，共享美酒佳肴。原产自充满精致生活格调国度的 1664 Blanc，所呈现的“法蓝晚宴”正是美好时刻的完美诠释。我们也将通过 100 多家参与的酒吧、酒廊及餐厅，回馈老饕们免费一杯法国销量第一的经典白啤酒。”

晚宴座上贵宾法国驻马来西亚大使尊贵的弗雷德里克先生 (H.E. Mr. Frédéric Laplanche) 说：“我们很荣幸能够见证 Kronenbourg 成就，这个法国品牌透过舞蹈、音乐、美食及时尚风情，把我们的文化传入马来西亚。这也是迎接落在 7 月 14 日的法国国庆日，又称为巴士底日的最佳方式。”

为了进一步奠定品牌的精致品味与优雅定位，1664 Blanc 也涉身时尚界，成为来临的吉隆坡时装周 (KLFW 2019) 大会官方啤酒。时装周将于 8 月 21 日至 25 日上演，而晚宴则先来个预告，现场呈现的 2019 吉隆坡时装周 7 位本地设计师高雅时尚作品，都令在场的嘉宾叹为观止。

优雅晚宴的座上宾尽尝 1664 Blanc 独到的美妙滋味，领略其顺滑口感及带着扑鼻的柑橘与芫荽香气。在餐桌上，嘉宾们享受 1664 Blanc 与法式美食的绝配，并由 Nathalie Gourmet Studio 呈献的美味甜点为这一顿画下完美句点。

享用了精致的盛宴之后，来宾们继续感受别有韵味的法式音乐。最后，璀璨的烟花表演，把晚宴的美好时刻推至高峰，并让晚宴优雅地谢幕。

在期待 9 月份的限量版设计师周边商品之余，由即日起至 8 月尾尽情享受法蓝欢乐时光，只需在参与的酒吧、咖啡厅及餐厅消费 50 令吉以上，即可获得免费半杯 1664 Blanc!

Blanc 1664 的美妙滋味，让你和亲友在任何场合，任何时节的欢聚时，都能令味蕾升华! 关于更多精彩的 1664 Blanc 活动，请浏览 www.facebook.com/KronenbourgMY 或 www.carlsbergmalaysia.com.my.

关于 Kronenbourg 1664 Blanc

Kronenbourg 1664 Blanc 是一个现代并富清爽果香的小麦啤酒。除了独特的口味和外观，它更具有无以伦比的甜美清爽风味，这皆是因在酿造中采用柑橘和香菜香料秘方所赐。这款法国优质小麦啤酒充分利用其独特风味和设计，体现了法国式的优雅和品味。

1664 Blanc 于 2011 年在马来西亚面市。这个具有标志性浅蓝色调瓶子的啤酒，让饮家们尝到了别具一格的芳香佳酿，也从中感受惬意悠闲的法式生活。

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成立于 1969 年并在大马交易所上市，大马 Carlsberg 为 Carlsberg 集团区域投资的部分，旗下包括新加坡及斯里兰卡。我们的主打品牌 Carlsberg 是世界上最为人知的啤酒品牌之一，Kronenbourg 1664 Blanc、Somersby、Asahi Super Dry、Connor's Stout Porter 则是本地其他优质品牌。公司员工约 600 人，以负责任态度销售产品并维持业务永续发展。

更多详情，请浏览 www.carlsbergmalaysia.com.my。