

FOR IMMEDIATE RELEASE

Press Statement 04/2023

9 February 2023

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Experience Valentine's with A *Twist* Specially Curated By 1664 Rosé!

SHAH ALAM, 9 February 2023 – Celebrate moments of love and appreciation for your special ones and elevate it to the next level with 1664 Rosé this February as the brand delivers playful elegance in its *#GoodTasteWithATwist* month-long Valentine's Day celebration. As France's No.1 premium wheat beer, 1664 Rosé is delivering an extraordinary experience that covers the perfect gift with a twist, and a movie excursion that punctuates an evening of simple pleasures.

The affair brings consumers on a voyage of luxe moments starting at *Le Cinema Lounge 1664* that sets the perfect ambience for good conversation, laughter, picture perfect surroundings and of course, 1664 Rosé. *Le Cinema Lounge 1664*, adorned with splashes of blue and white, presents an idyllic and charming setting for a date night with that special someone or even a chill evening with friends or family. Movie-goers are also gifted with a signature 1664 Rosé beer bouquet which can be enjoyed together and exclusive 1664 Rosé pillows to keep everyone comfortable during showtime. This is a first-of-its-kind superior movie-viewing experience in partnership with Dadi Cinema at Pavilion Bukit Bintang Kuala Lumpur, which begins from 10th February until the end of the month.

Slated to be an experience to remember, the month-long 1664 Valentine's Day campaign offers more *joie de vivre* or joy of living to consumers through shared moments and unique acts of love for an exceptional celebration.

"Promising to bring *#GoodTasteWithATwist* and playful elegance to elevate and celebrate every little moment, the 1664 Rosé Valentine's campaign ticks all the boxes for a perfect night out. It can be shared with anyone, from your partner to friends and even family so that consumers can create unforgettable memories and show their appreciation in a unique way. This is also one of the reasons we have extended the campaign until the end of February because expressions of love should be an everyday occasion and 1664 Rosé has always been a perfect complement to those moments," commented Stefano Clini, Managing Director of Carlsberg Malaysia.

Additionally, consumers can also share and *#CelebrateMomentsWithATwist* this Valentine's Day via <https://grannydoris.my/collections/1664-valentine-bouquet> by delivering a specially curated 1664 Rosé beer bouquet to their loved ones nationwide, so that they too can make the ordinary into something more celebratory.

The perfect gift also awaits on Shopee, PotBoy, Pandamart and airasia's Travelmall, where consumers who purchase any three 4-can pack of 1664 Rosé or 1664 Blanc will be able to redeem an elegant set of 1664 stem glasses while stocks last.

To purchase the 1664 Rosé Valentine's Movie Experience, log onto: <https://www.dadi.my>, or 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 for more details. All activities are open to non-Muslims aged 21 and above. When purchasing and enjoying 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

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新闻稿 04/2023
2023 年 2 月 9 日

1664 Rosé 特别献上别致情人节体验

（**莎亚南 2023 年 2 月 9 日讯**）这个 2 月份，与 1664 Rosé 欢庆爱的时刻，感恩生命中特别的人，让爱升华。该品牌将举行于为期一个月的情人节庆祝活动，让您感受#GoodTasteWithATwist 的俏皮优雅感。作为法国第一优质小麦啤酒的 1664 Rosé 将带来一场非凡体验，其中包含别致的完美礼物，以及电影之夜以点缀简单喜悦的夜晚。

这场体验将带消费者踏上奢华之旅，由 Le Cinema Lounge 1664 专厅开启，完美的氛围让您深入谈心，共享欢笑，拍照打卡，享用 1664 Rosé。Le Cinema Lounge 1664 专厅在蓝色和白色的装饰下，为与特别的人的约会之夜，甚至是与朋友或家人的寒暄之夜，提供了一个优美迷人的环境。电影观众也将获赠特制 1664 Rosé 啤酒花束，与伴侣或同伴一同享用，还有专属 1664 Rosé 枕头，让每位都能舒适地观赏电影。与位于吉隆坡武吉免登柏威年广场（Pavilion KL）的大地影院（Dadi Cinema）合作的这个首创顶级观影体验，将于 2 月 10 日开场，直到月尾落幕。

为期一个月的 1664 情人节活动将会是一个难忘的体验，通过共享时刻和独特示爱举动让节日意义非凡，为消费者带来更多 joie de vivre（生活之乐）。

马来西亚 Carlsberg 集团董事总经理 Stefano Clini 表示：“1664 Rosé 情人节活动承诺带来#GoodTasteWithATwist 和俏皮优雅感，让每个小小庆祝时刻得到升华。这项活动满足了共度完美夜晚的所有需求，也适合与任何人共享，无论是另一半或亲朋好友也好，消费者都能创造难忘回忆，并以独特方式表达感恩之情。这也是我们把活动展延到 2 月尾的原因之一，因为表达爱意应该是每日常规，而 1664 Rosé 一向来是这些时刻的良伴。”

此外，消费者也能趁这个情人节，分享并#玩味欢庆时刻（#CelebrateMomentsWithATwist），透过<https://grannydoris.my/collections/1664-valentine-bouquet> 为全国各地亲人送上特别创作的 1664 Rosé 啤酒花束，为平凡事物增添色彩。

网购平台 Shopee、PotBoy、Pandamart、airasia Travelmall 也有完美礼物等您来领，购买任何三个 4 罐装 1664 Rosé 或 1664 Blanc 的消费者，可以兑换一套精致 1664 高脚酒杯，送完即止。

欲购买 1664 Rosé 情人节电影体验，请登陆 <https://www.dadi.my>。欲知更多，欢迎在脸书和 Instagram 按赞跟踪@1664BlancMY 或浏览 www.facebook.com/1664BlancMY。所有活动仅开放给 21 岁以上的非穆斯林人士。在购买享用 1664 Rosé 时，记得要#理性饮酒——“酒后不开车，平安到永久”。

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更多公关材料，请扫描：



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