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**PRESS
RELEASE**



SOARING HIGH WITH GRIMBERGEN

Luen Heng Adds Appealing Alternative for Specialty Beers

KUALA LUMPUR, 6 March 2012: The Grimbergen beer born in the middle age was brewed under an agreement with the Fathers of Grimbergen Abbey in Belgium and is now available to discerning drinkers through Luen Heng F&B Sdn Bhd (LHFB), a subsidiary of Carlsberg Malaysia.

Top fermented ale beer, Grimbergen offers a large range of beers with its blond, brown, and white recipes from 6 to 6.7% alcohol content. The range includes the Grimbergen Blonde and Grimbergen Double in bottle as well as Grimbergen Blanche (White) in draught and bottle. They are available at selected high-end trendy bars and entertainment outlets in the Peninsular Malaysia.

Grimbergen is a success in Belgium and France with double digit growth over the last decade. The introduction of Grimbergen beer in Malaysia complements the premium portfolio of imported beers by LHFB.

“We add Grimbergen to our international portfolio of premium brands as we are confident that premium beer segment will be a key growth driver to our Group’s business. We hope to cater the needs of young trendy consumers who prefer a beer brand with authentic character yet reflects self value motivation story,” said Soren Ravn, Managing Director Carlsberg Malaysia and Chairman LHFB during his opening remarks.

“With its inspiring history and extraordinary taste, we believe that new drinkers will embrace Grimbergen,” Ravn added.

The golden phoenix is portrayed as the brand icon which symbolizes positive trademarks and universal values of Grimbergen. It represents strength, affirmative and confidence, characteristics valued by the consumers.

As a contemporary abbey beer, Grimbergen is built on a strong need of state and the outcome of passion and authenticity, with roots that go back to medieval abbey life. The



traditional value instilled from the legend of Grimbergen abbey is now unfolds and translated into a contemporary context.

The media launch held at the residence of His Excellency Marc Mullie, Belgium Ambassador to Malaysia was graced by distinguishes guests, ambassadors, celebrities and members of the media. Everyone enjoyed sampling the beer while enjoying the performance.

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This media release has been prepared by Carlsberg Brewery Malaysia Berhad and is for immediate release. For further enquiries please contact:

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