

**PRESS
RELEASE**



KRONENBOURG 1664 TANTALISES TASTEBUDS WITH 'TASTE THE FRENCH WAY OF LIFE' SAGA

Food lovers embarked on a sensational culinary journey with Kronenbourg 1664, No.1 premium French beer

KUALA LUMPUR, 19 SEPTEMBER 2014 – A delectable evening kicked-off the weekend as urbanites were treated to a new sensory experience of dining in total darkness with the fourth of the Kronenbourg 1664's 'Taste the French Way of Life' 8-part campaign. Epicureans were satisfied after having indulged in carefully crafted cuisines infused with Kronenbourg 1664.

Being a concept many Malaysians aren't familiar with, there were many first-timers who were anxious to get things started. Their journey for the night began with a few Kronenbourg 1664s and warm-up activities which depended on senses other than sight as preparation for what's to come. Attendees were then carefully guided into the pitch black dining room to begin their unique three-course dinner.

Evoking the sense of camaraderie, diners shared in the anticipation of discovering new flavours and experiences amidst dining in darkness. Having to surrender their phones, watches and anything else that could emit light truly brought their gastronomic journey to a different level. In tune with Kronenbourg 1664's campaign, guests enjoyed proper conversations with each other with the absence of their phones to distract them from appreciating the moment.

"A lot of time and effort is put into building our careers and sometimes we forget to take time off for ourselves. Kronenbourg 1664's 'Taste the French Way of Life' campaign is here to remind you to take some time to relax and enjoy moments uninterrupted by work calls, e-mails and messages. We believe in taking the time to enjoy life's little pleasures through creating quality moments and sharing good conversations over a delicious meal with friends and family. Dining in the Dark is just one of a series of enjoyable Friday evenings that



Kronenbourg 1664 has to offer in this quest of achieving work-life balance,” said Kenny Lim, Marketing Manager (Premium Brands) of Carlsberg Malaysia

Dining in the dark has an international reputation of being a sensory immersion dining experience. Harmoniously coinciding with Kronenbourg 1664’s aim of championing work-life balance and enjoying life’s simple pleasures, Dining in the dark at Changkat Bukit Bintang embodied Kronenbourg 1664’s aim with their dining experience by urging people to slow down, enjoy the moment and just allow their senses to take over. Every sound, every flavor, every movement and every breath is a journey towards enjoying the simple pleasures in life.

For more information on Kronenbourg 1664, please visit www.facebook.com/KronenbourgMY

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Taste The French Way of Life Upcoming Events:

Oct 3rd – Comedy Night. Like they say, laughter is the best medicine

Oct 17th – Food Marchè. The time has come to ignite those senses

Nov 7th – Broadway show. Kick-up those heels and sing along because this is going to be a show to remember!

Dec 5th – Kronenbourg 1664 Year-End party. It’ll be the most fun you’ll have this year!

About Kronenbourg 1664

Kronenbourg 1664 is a super-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 super premium beer in France and is sold in more than 70 countries.

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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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KRONENBOURG 1664 【品尝法式人生】挑逗食客味蕾

Kronenbourg 1664 相伴随 食家踏上感知美食之旅

吉隆坡19日讯

以美食掀开周末的序幕、在全黑的环境中体验全新的感官享受，是Kronenbourg 1664 《**品味法式人生**》八部曲中的第四轮活动。佳肴配上Kronenbourg 1664，让美食家们享用了心满意足的一餐。

一般马来西亚人并不熟悉黑暗餐会这个概念，因此让许多初次尝试者都感到迫不及待。一开始，参与者先浅尝 Kronenbourg 1664，然后在完全不依靠视觉的情况下，完成一些热身活动。接下来，他们小心翼翼的被带领到漆黑的用餐地点，享用为他们特备的三道佳肴。

在全黑的环境中用膳，共餐者在探索食物美味的过程中，情谊也进一步滋长。参与者必须先交出他们的手机、手表以及任何能投射出光源的物品，以确保他们的美食之旅能够提升至另一个层次。配合Kronenbourg 1664的这项活动，宾客们可以在这个没有来电干扰的情况下，好好享受与好友把酒欢聚、谈天说地的愉快时光。

-市场部经理(顶级品牌)林健强表示：“

我们投注了许多时间和精力在事业上冲刺，有时甚至忘了歇息。Kronenbourg 1664的《**品味法式人生**》活动，正是为了提醒大家要适时放松，并享受没有业务来电、电

邮及讯息滋扰的时光。我们相信在餐桌上的真心交流，是生活中美好而珍贵时刻。黑暗餐会只是Kronenbourg 1664 一系列星期五夜晚的活动之一，目的是要大家在工作和生活之间取得平衡。”

黑暗餐会这种让感官沉浸的用餐体验，在世界各地都颇负盛名。这和Kronenbourg 1664 注重的的工作与生活平衡、享受生活中简单的快乐之目标一致。在Changkat Bukit Bintang举办的黑暗餐会，象征了Kronenbourg 1664 的目标，鼓励大家放缓脚步、享受片刻及任由感觉驾驭。漆黑中的每一个声响、每一种滋味、每一个动作以及每一口呼吸，都将让人体会到生活中最简单的乐趣。

欲获知更多 Kronenbourg 1664 的资讯，请游览www.facebook.com/KronenbourgMY

《品味法式人生》紧接而来的活动

10月3日 – 喜剧之夜。俗话说得好：笑是最佳的灵丹妙药。

10月17日 – 食物市集。是时候点燃一场感官盛宴。

11月7日

百老汇音乐剧。手舞足蹈、引吭唱和，这绝对是让您投入得难以忘怀的精彩演出！

12月5日 – Kronenbourg 1664 年终庆祝活动。这将会是您今年欢乐的最高峰！

关于Kronenbourg 1664

Kronenbourg 1664 是以 Brasseries Kronenbourg 的创办人—Jerome Hatt 开始商业化酿制啤酒的年份所命名。从上个世纪五十年代开始，Brasseries Kronenbourg 已经是法国首屈一指的啤酒公司，因独家的酿制过程及傲人的品牌而极具盛名。2008年，Carlsberg Group 100% 收购了 Brasseries Kronenbourg。如今，Kronenbourg 1664 是法国最畅销的超优质啤酒，并销售到全球70多个国家。

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