

FOR IMMEDIATE RELEASE

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1664 Blanc Piques the Imagination through ‘Art with a Twist’ Featuring Exquisite Artist Edition Cans

French Artist Michaël Cailloux collaborates with 1664 Blanc to bring to life a surrealist Parisian Garden painted across 1664 Blanc and 1664 Rosé cans

SHAH ALAM, 6 October 2022 – France’s No.1 premium wheat beer 1664 Blanc and its raspberry variant 1664 Rosé fascinates consumers with its playful elegance by launching the ‘Art with a Twist’ artist edition cans charmingly designed by French artist Michaël Cailloux.

Building on the encouraging response of the ‘Bon Appétit-Lah’ campaign, the French-Malaysian fusion cuisine with a twist in June, this ‘Art with a Twist’ campaign is an elegant interpretation of art with a twist that elevates the French lifestyle while adding simple aesthetic pleasure to simple occasions here in Malaysia.

Created by famed French artist Michaël Cailloux, whose work is inspired by nature and colours, the artist edition 1664 Blanc and 1664 Rosé cans instil art nouveau naturalism depicting a surrealist Parisian Garden where the French bulldog wanders in and where the flowers are in full bloom. Truly a whimsical masterpiece, the art illustrations around each can and its packaging transports consumers on a blissful journey of playful elegance and discovery.

“1664 Blanc continues to share good taste via a voyage of experiences be it through food, fashion, or art. This latest ‘Art with a Twist’ campaign aims to bring Parisian-inspired elegance and elevate shared moments with friends and loved ones over our fine brew that represents the French essence of good taste,” commented Olga Pulyaeva, Carlsberg Malaysia’s Marketing Director.

Running from now until November; 1664 Blanc’s Art with a Twist looks to deliver an array of artistic pleasures from its artist edition cans to artist edition merchandise that will kick-off the year end festivities. To reward consumers who join in the celebration of art, a host of exclusive merchandise lies in wait for lucky winners.

To take home the limited-edition artist edition collectible can set of either 1664 Blanc or 1664 Rosé, consumers merely need to purchase three full pints, six half pints or one bucket of either variant of 1664 Blanc at their favourite pub. Alternatively, fans can also get two sets of the artist edition collectibles with any purchase of 1664 Blanc beer tower.

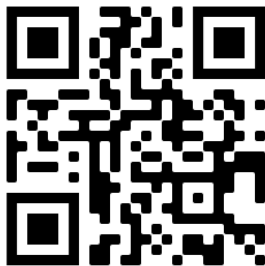
For those who are feeling extra lucky, purchase either a can or bottle of 1664 Blanc or 1664 Rosé at participating convenience stores and they might just bag themselves an exclusive artist edition 20” trolley luggage.

At super-hypermarkets and official Carlsberg online stores, an artist edition canvas tote bag lies in wait with purchase of any two four-can pack of 1664 Blanc or 1664 Rosé (while stocks last). An e-commerce exclusive artist edition pack set consisting of 1664 Blanc and 1664 Rosé, is also available solely on e-commerce sites, namely Shopee, Shopee Supermarket, Potboy, and Pandamart.

To 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 or <https://1664blancmalaysia.com/> for more details. All promotions and contests are open to non-Muslims aged 21 and above. When purchasing and enjoying 1664 Blanc or 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, Jolly Shandy 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

供即时发布

新闻稿 33/2022
2022 年 10 月 6 日

1664 Blanc 以 ‘Art with a Twist’ 精美艺术限定版酒罐激发大众的想象力

法国艺术家 Michaël Cailloux 与 1664 Blanc 携手合作，将超现实巴黎花园彩绘在 1664 Blanc 和 1664 Rosé 酒罐上

(莎阿南 2022 年 10 月 6 日讯) 法国第一优质小麦啤酒 1664 Blanc 及其覆盆子口味的 1664 Rosé 推出由法国艺术家 Michaël Cailloux 精心设计的 Art with a Twist 艺术限定版酒罐，其俏皮优雅形态吸引了广大消费者。

随着 Bon Appétit-Lah 六月份的法马融合美食活动的积极响应，这场 Art with a Twist 活动是对艺术的优雅诠释，它不但提升了法国的生活方式，同时为我国各平凡场合增添简单的审美乐趣。

Art with a Twist 的精美艺术限定版酒罐是由著名的法国艺术家 Michaël Cailloux 创作，他的作品灵感源自于大自然和缤纷色彩。这次的艺术限定版 1664 Blanc 和 1664 Rosé 洋溢出新艺术风格的自然主义，悉心描绘了一个超现实主义的巴黎花园，花园里还有只法国斗牛犬在漫步，而且鲜花处处盛开呢！Michaël Cailloux 的创作展现了真正的异想天开，环绕每个罐头的艺术插图及其包装将消费者引入一个充满优雅趣味和探索未来的幸福之旅。

“1664 Blanc 继续通过美食、时尚或艺术的体验之旅来分享好品味。最新的 ‘Art with a Twist’ 活动旨在通过我们的精酿啤酒来散播法国高尚品味的精髓，让大家沉醉于巴黎的优雅风格，并增进与朋友和亲人共享的美妙时刻！” 马来西亚 Carlsberg 集团市场总监 Olga Pulyaeva 说道。

从即日起至 11 月，1664 Blanc 的 Art with a Twist 为大家带来一系列均充满了艺术趣味，艺术限定版 (Artist Edition) 的酒罐和周边商品，并拉开年终喜庆活动的序幕。为回馈参与艺术盛典的消费者，一系列独家商品正等待着幸运儿们领取。

若想将一系列艺术限定版 1664 Blanc 及 1664 Rosé 收藏品带回家，消费者只需在喜爱光临的酒吧购买任何口味的三整品脱、六品脱或一桶 1664 Blanc 即可。另外，凡购买 1664 Blanc 啤酒塔的粉丝，还可获得两套艺术家版收藏品。

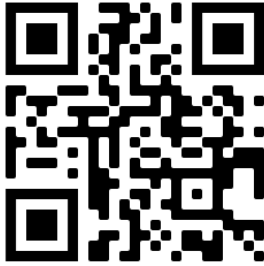
自觉格外幸运的消费者还可以在特定的便利商店购买一罐或一瓶 1664 Blanc 或 1664 Rosé，即有机会获得一个 20 英寸独家艺术家版的拉杆行李箱。

在各大超商和皇帽官方网上商店，凡购买任何两盒四罐装 1664 Blanc 或 1664 Rosé (售完即止)，即可获赠一个 Artist Edition 帆布托特包 (售完即止)。除此之外，艺术限定版独家电商套装包含 1664 Blanc 和 1664 Rosé，仅在 Shopee、Shopee Supermarket、Potboy 和 Pandamart 等电商平台出售。

欲了解更多关于店内商品的信息，请务必在面子书和 Instagram 上点赞并关注 @1664BlancMY，或浏览 www.facebook.com/1664BlancMY 或 <https://1664blancmalaysia.com/>。所有促销活动和竞赛仅开放予 21 岁及以上的非穆斯林参加。购买和享用 1664 Blanc 或 1664 Rosé 时，请记住始终秉持#理性饮酒的精神，“酒后不开车，平安到永久”！

-完-

欲获取更多资讯, 请在这扫描:



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