



**PRESS
RELEASE**

A WEDNESDAY AFFAIR BY KRONENBOURG 1664 TO TASTE THE FRENCH WAY OF LIFE

The No. 1 Premium French beer hosts unique Fun Office Chair Race

SELANGOR, 8 APRIL 2015 – Is work-life balance a luxury or necessity? To Kronenbourg 1664, it is an increasing popular movement where the no. 1 French premium brew in Malaysia enables and enhances the quality moments via its ‘Taste the French Way of Life’ campaign.

Raising the bar in championing work-life balance, a 9-month long “Kronenbourg 1664 Wednesday” activation is launched to simply celebrate Wednesday as the official mid-week break where urbanites end their work on time to enjoy life with pints of Kronenbourg 1664 in their hands.

To celebrate the “Kronenbourg 1664 Wednesday” debut, the brand presented a unique experience of “fun office chair race” where over 180 consumers raced in pairs, by overcoming obstacles along the track while enjoying the adrenaline rush.

“Why Kronenbourg 1664 Wednesday? We simply wish to brighten up a lethargic mid-week and turn it into a lively Wednesday for hardworking Malaysian beer consumers to take time off once a week to enjoy quality moments with Kronenbourg 1664,” said Managing Director of Carlsberg Malaysia Henrik J. Andersen.

“What better way to bring the work-life balance to live than having a fun office chair race? Office chairs are the closest companion we have at work; we spend most of our time sitting on it. To enjoy quality moments with colleagues, we call our consumers to get off tired office chair and join us in the chair race so to perk up one’s energy and cheer for the mid-week, giving them a much needed boost for the remaining week ahead,” he added.

The “fun office chair race” was an exhilarating experience, as participants were taken through four obstacle courses that closely resembled work-related challenges in a fun way whilst friends cheered them on as they scurried to the finishing line.

The first prize of RM5,000 worth of travel voucher went to Loh Wei Sheng and Lee Win Shen while the runner-up, Chai Ren Yi and Koay Kah Keat and second runner-up, Loo Wai Hong and Soo Jian Jie received RM3,000 and RM1,500 worth of travel vouchers respectively. Other



participants were also rewarded with attractive prizes including 2D/1N stay at Pangkor Laut; 2D/1N stay at Colonial Suite Majestic; dining and spa vouchers at the Majestic Hotel; as well as other limited edition Kronenbourg 1664 memorabilia when they picked up mystery envelopes along the race.

Besides the chair race, Kronenbourg 1664 consumers were treated to various entertainment, including free massages, paper toss and chair race dice games and a live band performance from the Dusty Tunes.

In conjunction with the Kronenbourg 1664 Wednesday campaign, Kronenbourg 1664 is offering its consumers a 20% discount on every purchase of Kronenbourg 1664 lager and Blanc at participating outlets on every Wednesday. Work-life Balance advocates can also look out for upcoming activations that promise lots of fun and quality moments.

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

About Kronenbourg 1664

Kronenbourg 1664 is a 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 French premium beer 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:

Carlsberg Malaysia

Elynn Chuah
Assistant Brand Manager
D/L: 03 – 5522 6334;
elynn.sl.chuah@carlsberg.asia

Yeow Pooi Ling
Corporate Communications Manager
D/L: 03 – 5522 6431;
pooiling.yeow@carlsberg.asia



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**A WEDNESDAY AFFAIR BY
KRONENBOURG 1664 TO TASTE THE FRENCH WAY OF LIFE**
与KRONENBOURG 1664于每周三一同品尝法式生活
The No. 1 Super Premium French beer hosts unique Office Chair Race
顶级法式啤酒举办独特的办公椅竞赛

SELANGOR, 8 APRIL 2015 – Is work-life balance a luxury or necessity? To Kronenbourg 1664, it is an increasing popular movement where the French no. 1 super premium brew in Malaysia enables and enhances the quality moments via its ‘Taste the French Way of Life’ campaign.

雪兰莪4月8日讯 – 工作与生活平衡是一种奢侈还是生活上必然的调剂品呢？对于顶级法式啤酒Kronenbourg 1664来说，这是一个日益受欢迎的正面概念。通过其“Taste the French Way of Life品尝法式生活”宣传活动，Kronenbourg 1664欲给予勤奋的大马打工一族们一个准时放工的绝佳理由，腾出时间感受生命中的简单乐趣。

Raising the bar in championing work-life balance, a 10-month long “Kronenbourg 1664 Wednesday” activation is launched to simply celebrate Wednesday as the official mid-week break where urbanites end their work on time to enjoy life with a pint of Kronenbourg 1664 in their hands.

为了进一步提倡工作与生活平衡之道，Kronenbourg 1664以独特的“办公椅竞赛”模式正式推介长达9个月之久的“Kronenbourg 1664 Wednesday”宣传活动，以此号召白领一族将每星期三晚作为周中间歇的一个好时段，鼓励自己在这一天准时下班，与Kronenbourg 1664优质啤酒一同享受生活。

To celebrate the “Kronenbourg 1664 Wednesday” debut, the brand presented a unique experience of “fun office chair race” where over 60 consumers raced in pairs, by overcoming obstacles along the track while enjoying the adrenaline rush.

“Why Kronenbourg 1664 Wednesday? We simply wish to brighten up a lethargic mid-week and turn it into a lively Wednesday for hardworking Malaysian beer consumers to take time off once a week to enjoy quality moments with Kronenbourg 1664,” Managing Director of Carlsberg Malaysia Henrik J. Andersen shared after flagging off the chair race.

马来西亚Carlsberg董事经理皇德生先生为竞赛主持开跑挥旗仪式后分享道：“Kronenbourg 1664 Wednesday的意义何在呢？我们主要是希望把一个暮气沉沉的周三，变成一个充满活力的周中期，让勤奋的打工一族可以在每个周三停一停，歇一歇，与Kronenbourg 1664一同享受优质的时刻。”

“What better way to bring the work-life balance to live than having a fun office chair race? Office chairs are the closest companion we have at work; we spend most of our time sitting on it. To enjoy quality moments with colleagues, we call our consumers to get off tired office chair and join us in the chair race so to perk up one’s energy and cheer for the mid-week, giving them a much needed boost for the remaining week ahead,” he added.

“有什么方式会比这有趣的办公椅竞赛更能贴切的体现出工作与生活平衡的奥妙呢？办公椅可说是我们工作中最亲密的伙伴，因大部分的时间，我们都坐在办公椅上。为了促使同事们之间能够一起享受更多优质的时刻，我们呼吁我们的消费者和我们一起参与办公椅竞赛，以这别出心裁的活动刺激疲惫的自己，重新调整心情，让自己更有活力的为剩余的工作天数继续奋斗，”他补充说。

有什么方式会比这有趣的办公椅竞赛更能贴切的体现出工作与生活平衡的奥妙呢？办公椅可说是我们工作中最亲密的伙伴，因大部分的时间，我们都坐在办公椅上。为了促使同事们之间能够一起享受更多优质的时刻，我们呼吁我们的消费者和我们一起参与办公椅竞赛，以这别出心裁的活动刺激疲惫的自己，重新调整心情，让自己更有活力的为剩余的工作天数继续奋斗，”他补充说。

The “fun office chair race” was an exhilarating experience, as participants were taken through four obstacle courses that closely resembled work-related challenges whilst friends cheered them on as they scurried to the finishing line.

“办公椅竞赛”是一个令人振奋的体验。180参赛者以配对方式，挑战轨道上的障碍，享受竞赛的刺激。他们必须以最快的速度，在朋友们为他们的努力冲刺而欢呼声中，通过四个类似与工作上所遇到的障碍，再到达终点线以赢取丰富的奖品。

The fastest pair won a RM5,000 worth of travel voucher while the runner-up and second runner-up received a RM3,000 and RM1,500 worth of travel vouchers respectively. Other participants were also rewarded with some attractive prizes like 2D/1N stay at Pangkor Laut; 2D/1N stay at Colonial Suite Majestic; dining vouchers for two at Contango, the Majestic Hotel; RM350 Majestic Spa vouchers; as well as other limited edition of Kronenbourg 1664 memorabilia when they picked up mystery envelopes along the race.

最快到达终点线的参赛者赢得了价值五千令吉的旅游券，而亚军和季军则分别赢得价值三千令吉和一千五百令吉的旅游券。其他参赛者也在竞赛途中取得神秘信封，并以此赢得丰富的奖品，其中包括两天一夜于Pangkor Laut及Colonial Suite Majestic的套房住宿；Majestic Hotel的餐饮券及温泉券；以及Kronenbourg 1664限量版的纪念品。

Besides the chair race, Kronenbourg 1664 consumers were treated with various entertainment, including free massages, paper toss and chair race dice games and a live band performance from the Dusty Tunes.

除了办公椅竞赛，Kronenbourg 1664也于当晚为消费者们提供了各种娱乐，包括免费按摩服务，有趣简单的抛纸张及迷你办公椅骰子游戏，以及Dusty Tunes乐队所带来的现场表演，以帮助大家舒缓紧绷的压力和情绪。

In conjunction with the Kronenbourg 1664 Wednesday campaign, Kronenbourg 1664 is offering its consumers a 20% discount on every purchase of Kronenbourg 1664 lager and Blanc at participating outlets on every Wednesday. Work-life Balance advocates can also look out for upcoming activations that promise lots of fun and quality moments.

配合“Kronenbourg 1664 Wednesday”宣传活动的同时，Kronenbourg 1664也将在每周三于指定的销售处给予Kronenbourg 1664啤酒和Kronenbourg Blanc啤酒的消费者们20%的折扣。这绝对是一个準時放工的绝佳理由，以放松心情與同事及好友共聚。此外，Kronenbourg 1664也呼吁支持工作与生活平衡的白领一族留意每一个星期三接下来的一连串活动，它们保证能为大家带来无限的欢乐和优质的时刻。

欲获知更多关于 Kronenbourg 1664 的详情，请在面子书浏览 www.facebook.com/KronenbourgMY。

关于 Kronenbourg 1664

Kronenbourg 1664 是根据Brasseries Kronenbourg 创办人，Jerome Hatt开始大量酿酒生产的那一年而命名的特级啤酒。自五十年代开始，Brasseries Kronenbourg 已成为法国领先的啤酒公司并拥有350年以来所累积的独特技术，该品牌旗下也拥有好几个著名啤酒品牌。在2008年时，Brasseries Kronenbourg 被纳入Carlsberg集团旗下，并为Carlsberg集团100%持有的品牌。现今，Kronenbourg 1664是法国内最销售的特级啤酒并在全世界超过70个国家内进行贩售。

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此新闻稿是由马来西亚Carlsberg 集团所提供，可即时发布。若有进一步的询问，请联络：

Carlsberg Malaysia

Elynn Chuah

Assistant Brand Manager

D/L: 03 – 5522 6334;

elynn.sl.chuah@carlsberg.asia

Yeow Pooi Ling

Corporate Communications Manager

D/L: 03 – 5522 6431;

pooiling.yeow@carlsberg.asia