



**PRESS  
RELEASE**

## **KRONENBOURG 1664'S 'TASTE THE FRENCH WAY OF LIFE' WRAPPED UP 2014 WITH A BANG!**

**The No.1 premium French beer brought 2014 to a close with the ultimate year-end celebration!**

**SELANGOR, 9 December 2014** – Kronenbourg 1664 brought the ultimate experience of 'Taste the French Way of Life' to more than 500 urbanites when the No.1 premium French beer celebrated the importance of work-life balance at its year-end bash! The evening was reminiscent of a fun-filled and relaxing neighbourhood get-together at Oasis Square, Ara Damansara.

Throughout the five-month campaign, thousands of urbanites joined Kronenbourg 1664 in its quest to achieve work-life balance through seven different events. From a laughter-inducing comedy night, to an exhilarating Broadway night, and even the tantalizing experience of Dining in the Dark; Kronenbourg 1664 pulled out all the stops when it came to helping urbanites take a breather from the daily grind.

"We at Kronenbourg 1664 believe that urbanites truly deserve to get some balance back in their lives, which is why we enabled many different platforms for everyone to stop and smell the roses. Be it spending time with friends or just taking time for yourself, I hope everyone has something to take away from the 'Taste the French Way of Life' campaign and are ready to celebrate the end of 2014 by making New Year resolutions to enjoy life's little pleasures a bit more", said Henrik J Andersen, Managing Director of Carlsberg Malaysia.

Kronenbourg 1664's Year-end Bash encouraged urbanites to begin 2015 with balance and an appreciation for life's simple pleasures. Surrounded by a myriad of delicious barbecued grub and tantalizing delicacies from four famous KL food trucks were just the tip of the iceberg. The night was filled with little snippets of the different events held by Kronenbourg 1664 through its 'Taste the French Way of Life' campaign.

Kavin Jay, the rapid-fire witty joke-telling machine had the crowd roaring with laughter as urbanites reveled in being able to enjoy a little taste of Comedy Night. Providing endless



entertainment were also mimes, talented jugglers, bubbly stilt-walkers and a live band, Dusty Tunes.

Urbanites truly embraced work-life balance as friends lounged on cushy beanbags and colourful stools accompanied by an ice cold Kronenbourg 1664 in their hands. With a bit of Broadway Night to add dazzle to the Year-end Bash, urbanites were enthralled by the talented theatrics of Broadway Academy. Of course a night with Kronenbourg 1664 would not be complete unless there are the ultimate stress-relievers.

At the end of the night, urbanites were truly getting what they deserve as Kronenbourg 1664 unveiled a special surprise for everyone. Attendees excitedly popped balloons housing amazing gift vouchers. 50 people walked away with free Kronenbourg 1664 beers, five walked away with the limited edition Kronenbourg 1664 mini coolers while another five people received the Kronenbourg 1664 Eiffel Beer Tower. A thrilling two-minute fireworks display brought the campaign to a close and was the perfect ending to a night of celebrating the achievement of work-life balance.

Henrik J Andersen further stated "‘Taste the French Way of Life’ began as a campaign to help Malaysians get a taste of the work-life balance that the French enjoy. Five months and seven activities later, we at Kronenbourg 1664 believe that more and more urbanites have jumped on the bandwagon to live life with a bit more balance. Let’s embrace the French Way of Life by continuously striving for work-life balance and join us in welcoming 2015 rejuvenated, relaxed and raring to go!"

For more information on Kronenbourg 1664, please visit [www.facebook.com/KronenbourgMY](http://www.facebook.com/KronenbourgMY)

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#### **Taste The French Way of Life Past Events:**

Aug 8<sup>th</sup> – Rooftop BBQ. Official Launch of the ‘Taste the French Way of Life’ campaign

Sep 5<sup>th</sup> – Movie Night. Urbanites were at the edge of their seats

Sep 12<sup>th</sup> – Darts Night. Stresses were thrown away.

Sep 19<sup>th</sup> – Dining in the Dark. Urbanites went on a sensational gastronomic journey.

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

Oct 17<sup>th</sup> – Food Marchè. The time has come to let go and relax.

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

Dec 4<sup>th</sup> – Year-end Bash! Rejoice and rejuvenate for 2015!

#### **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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**PRESS  
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## **KRONENBOURG 1664 “品味法式人生”派对，为2014年留下美好记忆！**

### **第一高级法国啤酒举行年终派对，写下 2014 年的完美句点！**

雪兰莪，2014年12月9日 - Kronenbourg 1664 “品味法式人生”活动，让生活更轻松愉快。超过500位都会人士欢聚一堂，尽情享受第一高级法国啤酒的年终派对，体验工作与生活平衡的乐趣！出席人士在 Oasis Square, Ara Damansara 举行的派对里，欢度舒适自在的夜晚。

这项为期5个月的“品味法式人生”系列共带来七项精彩活动，吸引数万城市人享受工作与休闲的乐趣。从充满欢笑的喜剧之夜，经典百老汇音乐剧，以至体验味觉享受的黑暗中用餐，Kronenbourg 1664 极力让都会人士通过简单的快乐来减压放松，好好享受人生。

马来西亚Carlsberg董事经理 Henrik J Andersen说：“我们在Kronenbourg 1664 认为，都市人应该在繁忙生活中取得平衡，因此我们推出各项活动，致力使每个人都腾出时间享受人生。我们希望能通过‘品味法式人生’活动，享受与好友把酒欢聚时光，或体验一个人的乐趣，并在欢庆2014年年终派对时，让新的一年更轻松自在，生活更惬意。”

Kronenbourg 1664 年终派对鼓励都市人在 2015 开始，平衡工作与生活，通过简单的快乐尽情享受人生。是夜派对美食琳琅满目，其中包括由四个吉隆坡著名美食快车带来令人垂涎的烧烤小吃及其他美食享受。贯彻 Kronenbourg 1664 “品味法式人生”活动的精神，一串串有趣小插曲为派对增添愉悦范围。

连珠炮诙谐笑话机 Kavin Jay在喜剧之夜的精彩表演，引来现场爆笑连连，营造轻松气氛。此外，是夜也带来无尽娱乐，例如好笑哑剧、才华横溢杂耍、活泼踩高跷和现场乐队表演 Dusty Tunes。

一群好友舒服的坐在 beanbag及色彩丰富的软座垫，手持冰冻透心的Kronenbourg 1664，把酒欢聚真正享受工作与生活取得平衡的乐趣。百老汇音乐剧也为年终派对锦上添花，才华洋溢的百老汇学院带来精彩的歌舞剧。如果少了终极舒压元素，Kronenbourg 1664 之夜似乎并不圆满。



年终派对结束之前，Kronenbourg 1664 为每位都市人带来惊喜。出席者兴奋的刺破空中气球，以获取藏在气球里面的丰富礼券。其中共有 50 位幸运儿获得免费 Kronenbourg 1664 啤酒，5 位都会人士赢走限量版 Kronenbourg 1664 迷你冰箱，另有五位都市人赢取 Kronenbourg 1664 艾菲尔啤酒铁塔。长达两分钟的烟花汇演，为派对划下精彩缤纷的句点。宾客们领会平衡工作与生活的艺术，带着轻松自在的心情，满载而归。

Henrik J Andersen 表示，“‘品味法式人生’活动旨在让大马人在生活与工作取得平衡，体会法国人重视享受人生的生活态度。轻松体验五个月的七项活动后，Kronenbourg 1664 相信越来越多的都会人士将加入轻松自在之旅，放松身心，享受生活。一起以舒适放松的心情迎接 2015 年，创造更好的生活与工作平衡，享受美好人生！”

欲知更多关于 Kronenbourg 1664，请登入 [www.facebook.com/KronenbourgMY](http://www.facebook.com/KronenbourgMY)

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#### 刚落幕的‘品味法式人生’活动：

- 8月8日 - 天台烧烤派对。正式启动“品味法式人生”活动
- 9月5日 - 电影之夜。为你送上精彩画面和剧情
- 9月12日 - 飞镖之夜。让压力随飞镖而逝。
- 9月19日 - 黑暗中用餐。让都市人展开舌尖上的美味之旅。
- 10月3日 - 喜剧之夜。欢笑可是最好的良药啊！
- 10月17日 - 美食节和艺术逍遥游。好好赴一场感官盛宴。
- 11月7日 - 百老汇音乐剧。一起高唱，一起拍和，享受经典演出！
- 12月4日 - 年终派对！迎接 2015 年，为新的一年欢呼喝彩！

#### Kronenbourg 1664 简介

Kronenbourg 1664 是品位不凡的高级啤酒，以 Brasseries Kronenbourg 创始人 Jerome Hatt 创酿该名啤作商业用途的年份命名。自五十年代以来，Brasseries Kronenbourg 即成为法国首屈一指的啤酒公司，拥有 350 年独特的酿酒技术和各驰名啤酒品牌。在 2008 年，Brasseries Kronenbourg 成为嘉士伯集团全资拥有的公司。今天，Kronenbourg 1664 是法国最畅销的高档啤酒，并在超过 70 个国家出售。

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