

FOR IMMEDIATE RELEASE

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Share The Gift Of Good Taste With 1664 Blanc's Limited-Edition Christmas Bottles

Elevate Christmas moments at home with French's premium wheat beer for that added touch of sparkle and elegance.

Shah Alam, 11 November 2020 – 'Tis the season to celebrate Christmas with a twist as French's premium wheat beer brand 1664 Blanc elevates the festivities with exclusive limited-edition Christmas bottles available only in Malaysia!

Inspired by Christmas ornaments, these artistically designed 1664 Blanc Christmas bottles accentuate the iconic blue of the brand with an elegant touch of abstract swirls and sparkles. Take home these limited-edition 1664 Blanc Christmas bottles today, while stocks last! Available for 1664 Blanc purchases at participating restaurants, bars, supermarkets and Shopee from now till 31 December 2020.

Create joyous moments at home while savouring the world's most sold French wheat beer with a hint of citrus, or present your friends with the perfect gift of 1664 Blanc 8-can festive promo pack that comes with a FREE limited edition 1664 Blanc Christmas bottle, available at participating supermarkets nationwide!

If online shopping is your thing, you can also find the festive promo packs on Shopee where every purchase of two (2) sets of the 1664 Blanc 8-can festive promo pack comes with two (2) 1664 Blanc Christmas bottles and a pair of trendy 1664 Blanc sunglasses!

Get one (1) 1664 Blanc Christmas bottle for three (3) full pints or six (6) half pints or one (1) bucket of five bottles; or get two (2) FREE 1664 Blanc Christmas bottles when you purchase a 3L tower of 1664 Blanc at participating bars and restaurants near you.

For more information on 1664 Blanc's upcoming promotion and activities, follow 1664 Blanc on Facebook www.facebook.com/1664BlancMY/ and Instagram www.instagram.com/1664BlancMY/.

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Incorporated in 1969 and listed on the Main Board of Bursa Malaysia Securities Berhad, Carlsberg Malaysia is part of Carlsberg Group with regional investment in Singapore and Sri Lanka. Our flagship brand – Carlsberg – is one of the best-known beer brands in the world whilst Kronenbourg 1664 Blanc, Somersby, Asahi Super Dry, Connor's Stout Porter are among the key premium brands in Malaysia. Approximately 600 people work for the Company, selling our products in a responsible manner and business managed sustainability.

Find out more at www.carlsbergmalaysia.com.my

开启 1664 Blanc 限量版圣诞节瓶装分享美妙滋味 法国优质啤酒为圣诞节欢庆气氛多加一些光彩，多添一份优雅。

莎阿南 11 日讯 – 值此圣诞佳节时刻，法国优质小麦啤酒 1664 Blanc 独家在马来西亚推出限量版 325 毫升圣诞节瓶装，为今年圣诞佳节加温！1664 Blanc 的精美圣诞节瓶装设计取材自圣诞节的装饰，凸显了其独特蓝钻玻璃瓶身的线条设计，再为它添加一份光彩和优雅。今天就即刻行动，把限量版的 1664 Blanc 圣诞节酒瓶带回家，存货送完即止！由即日起至 12 月 31 日，你可以在各参与促销的餐厅、酒吧、超市和 Shopee 享受这项优惠。

在家里开启饱含馥郁柑橘香味，世界最畅销的法国小麦啤酒，将增进家庭的庆气氛。以 1664 Blanc 8 罐佳节礼盒装给亲友送礼，也是最完美，而且，每一个礼盒还附送一瓶限量版 1664 Blanc 圣诞节瓶子，全国超市皆有此优惠！若是上网采购，你可以在 Shopee 找到你要的佳节礼盒装，凡购买两 (2) 套 8 罐的 1664 Blanc 佳节礼盒装，即送上两 (2) 支 1664 Blanc 圣诞节瓶子和一对时尚的 1664 Blanc 太阳眼镜！

凡在你临近，参与促销的酒吧和餐厅购买三 (3) 大杯或六 (6) 小杯或购买一 (1) 桶五瓶，即可获得一 (1) 支 1664 Blanc 圣诞节酒瓶；或购买 3 公升酒塔，随即送上两 (2) 支 1664 Blanc 圣诞节酒瓶。

欲了解更多关于 1664 Blanc 的资讯、未来促销和活动，请跟随 1664 Blanc 脸书 www.facebook.com/1664BlancMY/ 及 Instagram www.instagram.com/1664BlancMY/。

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