

FOR IMMEDIATE RELEASE

Press Statement 16/2021  
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## 1664 Blanc Takes Centre Stage with French-Malaysian Gastronomy in *Bon Appétit-lah*

Tune in on Facebook this 25<sup>th</sup> June 2021 at 9pm as 1664 Blanc unveils a virtual cooking showdown featuring French Chef Nathalie Arbefeulle and Malaysian Chef Isadora Chai mentoring local personalities Venice Min and Brian See!

Shah Alam, 25 June 2021 – Bonjour fellow beer lovers! The 1664 Blanc's Bon Appétit-lah campaign is taking the stage on French-Malaysian gastronomy with a twist by French Chef Nathalie Arbefeulle and Malaysian Chef Isadora Chai on an exciting virtual cooking showdown on Facebook this Friday evening on 25<sup>th</sup> June 2021 at 9pm. 1664 Blanc's Bon Appétit-lah aims to inspire good taste in gastronomy at home during this lockdown period.

The Bon Appétit-lah campaign, commenced since June 1<sup>st</sup>, boldly features five exquisite cuisines, yet easy-to-cook recipes curated by the two chefs, are infused and best paired with 1664 Blanc, the French's No. 1 premium wheat beer.

Experience it on Facebook Watch Party, one can expect a fun and exciting competition as local personalities Venice Min and Brian See pull out their best hand in cooking one of the Bon Appétit-lah dishes while being mentored by the Chefs. That's not all, viewers can also stand a chance to win exciting giveaways that will run throughout the show.

Following the unveiling of the Bon Appétit-lah campaign, 1664 Blanc has made the five dishes comprising Scallop Vinaigrette Kerabu, Modernised Béchamel Thosai, Egg Paneer Beurre Blanc, Kai Fan Pilaf Á La Bière and Jambu Batu French Toast accessible on [1664blancmalaysia.com](https://1664blancmalaysia.com). Carefully crafted with a unique twist between French and Malaysian culinary, these creations bring a delightful fusion with its mouth-watering dishes infused and paired with 1664 Blanc.

"With more than 15 years of experience in the culinary scene, I want to bring wonders to Malaysians through French cuisine. With a refreshing brew that bursts hints of citrus, the Bon Appétit-lah recipes that Chef Isadora and I curated bring a unique twist that can be savoured even at home." said award-winning Chef Nathalie.

"Malaysians love their food which comes with an exciting variety of background inspired by different cultures. Leveraging some of our best local delicacies, the dishes we crafted not only are best paired with 1664 Blanc, but also are infused with the wheat beer. One of my

personal favourite from the Bon Appétit-lah dishes would definitely be the Scallop Vinaigrette Kerabu!” said Malaysian Chef Isadora Chai.

The Bon Appétit-lah campaign also offers consumers an exciting series of promotions currently running at participating supermarkets, hypermarkets, convenient stores and e-commerce (Shopee and Lazada). Prizes to be won include 1664 Blanc merchandise, Le Creuset cookware and WMF cutlery set to elevate home cooking and dining experiences! Staying true to its brand promise to elevate moments for beer lovers, 1664 Blanc will also be rewarding consumers with luxury island vacations when COVID-19 situation permits, where 1664 Blanc wishes you Bon Voyage!

Redeem a FREE WMF cutlery set and stand a chance to WIN a Le Creuset Round French oven worth RM 1,950 or an exclusive vacation at Pangkor Laut Resort when you make a purchase of 1664 Blanc products of RM 150 and above in a single receipt. This is only applicable to supermarkets, hypermarkets and e-commerce (Shopee & Lazada) purchases now till 31<sup>st</sup> July.

For purchases of 1664 Blanc at your nearest convenient stores, stand to WIN the Grand Prize of an exclusive vacation at Pangkor Laut Resort or a WMF cutlery set for minimum purchases of RM25 in a single receipt.

Save the date this coming Friday, 25<sup>th</sup> June 2021 at 9pm and log on to [www.facebook.com/1664BlancMY](https://www.facebook.com/1664BlancMY) and tune in to the Facebook Watch Party! Also, to all home chefs out there, try the Bon Appetit-lah recipes yourselves and you might WIN even more prizes. Just submit photos of your plated dish with the hashtag #1664Blanc #BonAppetitLah #GoodTasteWithATwist! Bon Appétit-lah!

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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](https://www.carlsbergmalaysia.com.my)

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2021年6月25日

## 1664 Blanc 以 Bon Appétit-lah 活动上演法国—马来西亚料理

于 2021 年 6 月 25 日晚上 9 时守住 1664 Blanc 脸书观看由法国厨师 Nathalie Arbefeuille 和马来西亚厨师 Isadora Chai 指导本地名人 Venice Min 和 Brian See 的线上烹饪大比拼！

（莎亚南 25 日讯）1664 Blanc 以法语 Bonjour 向啤酒爱好者问好！1664 Blanc 的 Bon Appétit-lah 活动将于这星期五，2021 年 6 月 25 日晚上 9 时，通过脸书上演法国—马来西亚混合料理，由法国厨师娜塔莉（Nathalie Arbefeuille）和马来西亚厨师蔡小平（Isadora Chai）带来一场线上烹饪大比拼。1664 Blanc 的 Bon Appétit-lah 活动旨在在这封锁期间启发居家烹饪好风味。

从 6 月 1 日展开的 Bon Appétit-lah 活动，由该两位厨师大胆创造 5 道融合搭配法国第一优质小麦啤酒 1664 Blanc 的精致美食料理，食谱却简单易学。

通过脸书 Watch Party 体验这场活动，观众可期待好玩又精彩的对战，两位厨师将指导本地名人陈慧敏（Venice Min）和施尚均（Brian See）尝试做出 Bon Appétit-lah 料理。除此之外，观众也享有机会在节目上赢取丰富奖品。

随着 Bon Appétit-lah 活动开跑，1664 Blanc 也将有关食谱上传到了 [1664blancmalaysia.com](http://1664blancmalaysia.com)，包括法式油醋汁扇贝开胃菜（Scallop Vinaigrette Kerabu）、现代化法式白酱多屑（Modernised Béchamel Thosai）、印度芝士与法式白奶油酱汁蛋（Egg Paneer Beurre Blanc）、酒香鸡饭（Kai Fan Pilaf Á La Bière）及番石榴法式吐司（Jambu Batu French Toast）。这些精心创造的料理混合了法国和马来西亚的独特风味，并融合搭配 1664 Blanc 带来垂涎三尺的美食体验。

曾荣获奖项的娜塔莉厨师表示：“我在饮食业有超过 15 年的经验，而我想以法国料理为马来西亚人带来一些新奇。以这含有柑橘香味的清新啤酒，我和蔡小平厨师联手创造 Bon Appétit-lah 食谱，带来独特风味，而且在家也能品尝。”

马来西亚厨师蔡小平表示：“马来西亚人热爱品尝丰富多元、受不同文化影响的美食。借力我们本地的著名美食，我们所创造的这些料理不仅以 1664 Blanc 搭配最佳，也融合了该小麦啤酒。而我本身最喜欢的其中一道 Bon Appétit-lah 料理是 Scallop Vinaigrette Kerabu！”

Bon Appétit-lah 活动也为消费者展开了精彩促销，现已在有参与的超级市场、霸级市场及网购平台（Shopee 和 Lazada）进行，而同时准备了丰富奖品，包括 1664 Blanc 商品、Le Creuset 炊具、WMF 餐具套装，让居家烹饪和用餐体验更美好！秉持为啤酒爱好者打造更美好时刻的品牌承诺，1664 Blanc 也将奖励消费者一趟豪华海岛之旅，可在疫情情况好转后享用，到时再祝您 Bon Voyage，旅途愉快！

于 7 月 31 日之前，在有参与的超级市场、霸级市场及网购平台（Shopee 和 Lazada）凭单张收据购买 150 令吉以上的 1664 Blanc，即可换取一份免费 WMF 餐具套装，并有机会赢取一套价值 1950 令吉的 Le Creuset Round French Oven 铸铁锅，或一趟 Pangkor Laut Resort 独家度假之旅。

在您附件的便利店凭单张收据购买至少 25 令吉的 1664 Blanc，并有机会赢取大奖一趟 Pangkor Laut Resort 独家度假之旅，或一份 WMF 餐具套装。

记得在这来临的星期五，2021 年 6 月 25 日晚上 9 时，登入 [www.facebook.com/1664BlancMY](http://www.facebook.com/1664BlancMY) 观看这脸书 Watch Party！另外，居家厨师可尝试做出 Bon Appétit-lah 料理并有机会赢取更多奖品，只需以照片方式提交您的杰作，然后标记 #1664Blanc #BonAppetitLah #GoodTasteWithATwist 就有机会啦！

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