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FOR IMMEDIATE RELEASE

Press Statement 21/2026
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Make Celebrations Extraordinary: 1664 x CLOT Bring Limited-Edition Cans and a Speakeasy Convenience Store Experience to Malaysia

Step into the 1664 x CLOT Speakeasy Convenience Store at A Place Where, Kuala Lumpur, from 19-29 November 2026 to experience celebration with a twist this festive season.

(Kuala Lumpur, 17 November 2026) This festive season, 1664, the world's No.1* French beer, and CLOT, the pioneering fashion label founded by Edison Chen, come together again to unveil the "Make Celebrations Extraordinary" campaign. Continuing the East-meets-French story, 1664 x CLOT are elevating festive celebrations in Malaysia with 1664 Blanc; a refreshing French wheat beer with refined citrus notes in a limited-edition can design, alongside merchandises, available at selected supermarkets, bars and restaurants, and e-commerce platforms. Making celebrations even more extraordinary, 1664 x CLOT will launch a speakeasy convenience store pop-up at A Place Where, Kuala Lumpur, from 19-29 November 2026, to offer consumers a full immersive journey to amplify the festive spirit.

"At 1664, our ambition is to build a distinctive premium lifestyle brand that brings a fresh perspective to everyday celebrations," says Lizzie Yeoh, Marketing Director, Carlsberg Malaysia. "Our collaboration with CLOT brings together our French flair with its influence in Eastern culture and contemporary streetwear. By reimagining the familiar Asian convenience store as an immersive lifestyle destination, we're creating new ways for consumers to connect with 1664. This partnership reflects our ambition to elevate how consumers experience and celebrate life's moments, turning the ordinary into the extraordinary."

When French Flair Meets Asian Culture to Elevate this Festive Celebrations

Building on last year's successful debut, 1664 and CLOT have expanded their collaboration to further deepen the fusion of 1664's French appreciation of good taste with CLOT's bold creativity and dynamic energy, bringing the joyous festive spirit to life and making celebrations extraordinary this festive season.

Exclusively for this collaboration, CLOT's iconic Silk Royale pattern receives a festive makeover, reimagined in vibrant festive hues across 1664's iconic blue-and-white design. Its intricate geometric lines, inspired by the elegance of Chinese silk and luxurious jacquard, are illuminated with luminous outlines inspired by neon lights, while vibrant blues, reds and yellows and firework motifs bring the energy of Asia to life. Together, the design creates a striking visual dialogue between Asian tradition and French audacity, capturing the moment when celebrations come alive with 1664.

The Extraordinary Celebrations Come to Life with 1664 x CLOT Speakeasy Convenience Store Pop-Up.

The pop-up social bar, 1664 x CLOT Speakeasy Convenience Store, transforms an everyday space into a buzzing social hub of culture, creativity, and festive celebration. Located in the trendy neighbourhood of Bangsar, Kuala Lumpur, this pop-up bar ignites with the glowing neon hues, bringing to life a perfect stage for extraordinary social moments that collide style with energy.

As visitors step into the 1664 x CLOT Speakeasy Convenience Store, they are invited to taste, discover, and connect. At the heart of the experience, the central bar offers consumers the signature 1664 Blanc pour, a refreshing French wheat beer with distinctive, refined citrus notes and smooth finish. Through guided tasting experience, guests can discover its signature taste profile that capture the brand's "unquestionably good taste."

Visitors can also take home exclusive merchandise, including the limited-edition 1664 x CLOT phone pop socket with a minimum purchase of RM30 and the 1664 x CLOT bowl with a minimum purchase of RM90 on beer orders at the bar.

For visitors who are looking to celebrate with flair, the exclusive 1664 x CLOT Apparel and Beer Bundle set will also be available for discovery on-site. The space thrives as visitors connect with one another through playful interactive games that spark joy and laughter. The energy peaks with contemporary DJ beats, creating a dynamic yet elevated festive atmosphere that blends tradition, modernity, and culture.

Running from 19-29 November 2026 at A Place Where, Bangsar, the 1664 x CLOT Speakeasy Bodega promises an unforgettable and stylish festivity. Join the Celebration and Win Exclusive Seasonal Merchandise

Adding to the excitement, 1664 elevates the celebration in style with exclusive merchandise giveaways. Starting now, customers can get their 1664 x CLOT collectibles through special promotions and offers at select bars and restaurants and e-commerce platforms.

Channel	Mechanism	Period
99Speedmart	• Purchase 8 cans of any 1664 to receive a limited-edition 1664 x CLOT bowl	1 November – 31 December 2026
Shopee	• Purchase 72 cans of any 1664 and gain a chance to win 1664 x CLOT apparel	1 – 30 November 2026
Selected bars and restaurants	• Spend a minimum of RM90 on 1664 to receive a limited-edition 1664 x CLOT bowl • Stand a chance to win 1664 x CLOT apparel at selected outlets	1 November - 31 December

For more information on the promotion schedule and a full list of participating outlets, please visit: https://1664malaysia.com/promotionyef2026/. And remember to **#CELEBRATE**RESPONSIBLY – if you drink, don't drive. For non-Muslims aged 21 and above only.

– End –

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About Carlsberg Malaysia Group

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, and regional presence via exports.

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 and Wheat. Our international premium brews including France's premium beers 1664 Blanc and 1664 Rosé, as well as iconic first beer of Japan, Sapporo Premium Beer, fruity-flavoured alcoholic brand Somersby, British-inspired Connor's Stout Porter, China's Pride ChongQing Beer, and US award-winning craft beer Brooklyn Brewery as well as Tuborg Strong. Our local brands include SKOL, Royal Stout and Nutrimalt. Our products are for non-Muslim consumers aged 21 and above in Malaysia or aged 18 and above in Singapore. Please **#CELEBRATE**RESPONSIBLY – if you drink, don't drive!

Our 878 performance-driven employees are guided by our Purpose of *Brewing for a Better Today and Tomorrow* and we are committed to delivering on our ESG programme of Brewing Tomorrow in our quest to achieve net zero carbon emissions throughout our value chain by 2040. Find out more at www.carlsbergmalaysia.com.my

供即时发布

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2026 年 11 月 17 日

礼庆此刻 玩味不凡 **1664 x CLOT** 携限量联名罐及便利店隐藏酒吧体验登陆马来西亚

2026 年 11 月 19 日至 29 日，走进吉隆坡 A Place Where 的 1664 x CLOT 便利店隐藏酒吧，探索节日欢庆新方式

（吉隆坡 2026 年 11 月 17 日讯）全球销量第一的法国啤酒品牌 1664 与陈冠希创立的先锋潮流品牌 CLOT 于今年节日季再度携手，推出“礼庆此刻 玩味不凡”（Make Celebrations Extraordinary）主题活动。延续东方与法国文化交融的故事，1664 x CLOT 以限量版联名罐呈现 1664 Blanc 法式小麦啤酒，将清爽口感与细腻柑橘香气带入马来西亚的节日欢聚，并同步推出联名商品，于指定超市、酒吧、餐厅及电商平台上市。为让欢庆时刻更添精彩，双方将于 2026 年 11 月 19 日至 29 日在吉隆坡 A Place Where 打造便利店隐藏酒吧快闪空间，邀请消费者投入沉浸式体验，让节日气氛持续升温。

马来西亚嘉士伯市场总监杨錦敏表示：“1664 致力于打造独具特色的高端生活方式品牌，为日常欢庆注入全新视角。此次与 CLOT 合作，将 1664 的法式风情与 CLOT 在东方文化及当代街头潮流领域的影响力相融合。我们将熟悉的亚洲便利店重塑为沉浸式生活方式体验空间，让消费者以全新方式与 1664 建立联系。这次合作体现了我们提升消费者体验、欢庆生活中每个时刻的愿景，让平凡时刻绽放非凡精彩。”

法式风情邂逅亚洲文化，缔造非凡节日欢庆体验

继去年首次合作大获成功后，1664 与 CLOT 再度携手，进一步拓展联名合作，将 1664 对卓越品味的法式追求与 CLOT 大胆的创意及蓬勃活力深度融合，让欢乐的节日气息跃然呈现，为今年节日季的欢庆时刻注入非凡魅力。

专为此次联名合作，CLOT 标志性的 Silk Royale 丝绸图腾焕新演绎，以鲜明喜庆的节日色彩融入 1664 经典的蓝白设计。精巧的几何线条汲取中式丝绸的优雅与奢华提花的灵感，并以霓虹灯般的明亮轮廓勾勒；鲜艳的蓝、红、黄三色与烟花元素交相辉映，生动展现亚洲的蓬勃活力。整体设计让亚洲传统与法式大胆风格展开鲜明夺目的视觉对话，捕捉 1664 点亮节日气氛的动人瞬间。

1664 x CLOT 便利店隐藏酒吧快闪登场，开启非凡欢庆体验

1664 x CLOT 便利店隐藏酒吧以快闪社交酒吧的形式，将日常空间变身为汇聚文化、创意与节日气息的热门社交据点。空间坐落于吉隆坡孟沙（Bangsar）潮流街区，以明亮霓虹点燃现场气氛，让潮流风格与蓬勃活力相互碰撞，为非凡社交时刻搭建舞台。

走进 1664 x CLOT 便利店隐藏酒吧，宾客可在品饮、探索与交流中展开体验之旅。作为整个体验的核心，中央吧台将提供 1664 Blanc 法式小麦啤酒，以清爽口感、鲜明细腻的柑橘香气与顺滑收口，呈现品牌的标志性风味。在引导式品鉴环节中，宾客可进一步探索其标志性风味，感受品牌“非凡品味毋庸置疑”的魅力。

宾客亦可通过指定消费获赠独家联名好礼：在吧台购买啤酒消费满 30 马来西亚令吉，即可获赠限量版 1664 x CLOT 手机气囊支架；购买啤酒消费满 90 马来西亚令吉，即可获赠 1664 x CLOT 联名碗。

现场亦将推出 1664 x CLOT 联名服饰及啤酒组合套装，为节日欢庆增添潮流玩味。场内设有趣味互动游戏，让宾客在欢声笑语中轻松交流，共享欢聚时光。现场更有 DJ 以动感节拍带动气氛，将传统元素、现代风格与文化创意融为一体，营造热闹而不失格调的节日氛围。

1664 x CLOT 便利店隐藏酒吧将于 2026 年 11 月 19 日至 29 日在孟沙 A Place Where 限时开放，带来令人难忘的潮流节日欢庆体验。

参与节日欢庆，赢取独家联名商品

1664 同步推出独家联名商品赠礼活动，以潮流风格为节日欢庆增添惊喜。即日起，消费者可通过指定酒吧、餐厅及电商平台的推广与优惠活动，获取 1664 x CLOT 联名收藏好物。

渠道	活动方式	活动时间
99Speedmart	购买任意 1664 啤酒共 8 罐，即可获赠限量版 1664 x CLOT 联名碗	2026 年 11 月 1 日至 12 月 31 日
Shopee	购买任意 1664 啤酒共 72 罐，即有机会赢取 1664 x CLOT 联名服饰	2026 年 11 月 1 日至 30 日
指定酒吧及餐厅	购买 1664 产品消费满 90 马来西亚令吉，即可获赠限量版 1664 x CLOT 联名碗。 在指定门店另有机会赢取 1664 x CLOT 联名服饰。	2026 年 11 月 1 日至 12 月 31 日

如需了解推广活动安排及完整参与门店名单，敬请访问：

https://1664malaysia.com/promotionyef2026/。

时时谨记理性饮酒——酒后不开车，开车不喝酒！**#CELEBRATE**RESPONSIBLY

— 完 —

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关于马来西亚 Carlsberg 集团

马来西亚 Carlsberg 集团（Carlsberg Brewery Malaysia Berhad）于 1969 年 12 月成立，是一家灵活酒商，业务遍布马来西亚和新加坡，并在斯里兰卡一家酒厂持有股份，也通过出口市场扩大区域范围。

本集团旗下国际品牌组合包括全球最佳啤酒 Carlsberg Danish Pilsner、Carlsberg Smooth Draught、Carlsberg Special Brew 及 Carlsberg Alcohol Free Pilsner and Wheat，还有国际优质啤酒：法国优质啤酒 1664 Blanc 及 1664 Rosé、日本标志性首个啤酒 Sapporo Premium Beer、果酒品牌 Somersby、英伦式 Connor's Stout Porter、中国之傲——重庆啤酒、美国屡获殊荣精酿啤酒 Brooklyn Brewery，以及 Tuborg Strong。本地品牌包括 SKOL、Royal Stout、Nutrimalt。本集团旗下产品仅供马来西亚年龄 21 岁以上、新加坡年龄 18 岁以上的非穆斯林消费者饮用。理性饮酒，你我有责——酒后不开车，开车不喝酒！**#CELEBRATE**RESPONSIBLY

我们共有 878 名职员，皆以绩效为驱动力、以“酿造更美好的现在和未来”（Brewing for a Better Today and Tomorrow）宗旨为引领。我们致力于实施“酿造未来”（Brewing Tomorrow）ESG 计划，以实现 2040 年前全价值链净零碳排放目标。敬请浏览 www.carlsbergmalaysia.com.my 了解更多。