

FOR IMMEDIATE RELEASE

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## 1664 Announces Robert Pattinson as New Global Brand Ambassador

No. 1 Selling French Beer in the World unveils a bold new partnership with global icon Robert Pattinson, a creative campaign celebrating a multi-faceted take on the idea of good taste.

**SHAH ALAM, 2 October 2025** – No. 1 Selling French Beer in the World, 1664, is proud to announce the start of an exciting new chapter, with acclaimed actor and cultural icon Robert Pattinson joining as its new global brand ambassador.

At the heart of this new partnership is a bold global campaign set to launch in 2026, which unveils a cinematic exploration of contrasting perspectives on good taste. The campaign concept will be directed by acclaimed filmmaker, Brady Corbet. Corbet's most recent feature film, *The Brutalist*, was released in 2024 to critical acclaim and garnered 10 nominations at the Academy Awards in the categories of Best Director and Best Original Screenplay. He's also won the Silver Lion at the Venice International Film Festival and Best Director at the Golden Globes.

This collaboration marks an exciting new chapter for 1664, bringing together Pattinson's unique style and point of view with the brand's Parisian roots and effortless sophistication. Together, they invite the world to see 'good taste' from fresh angles, with 1664 positioned as the beer that brings people together.

Pairing Robert Pattinson and Brady Corbet signals an audacious creative leap for 1664, which blends sophistication with a distinctive edge. This collaboration embodies the spirit of 1664: unconventional, effortlessly stylish and confident.

"We're thrilled to unite Robert Pattinson and Brady Corbet, two icons of modern creativity, to create a campaign that dramatises the debate of good taste," said Nikola Maravic, Global Marketing Director, 1664. "Together, their unique personalities and creative styles challenge convention, with 1664 being at the heart of the discussion. Our longstanding mission to elevate beer into a premium lifestyle experience is underway. This is only the first sip; stay tuned for more to come."

Pattinson's involvement brings a new energy to 1664's world with a playful resolution that everyone can agree on, that 1664 *is good taste*.

Mavaric continues: "With Robert as the face of our next global campaign, we have a unique opportunity to take 1664 into new cultural territory and reach audiences in exciting new ways. This is more than a partnership, it's a statement of intent."

Watch this space as 1664 continues to unfold its bold new partnership with cultural icon Robert Pattinson. More unexpected twists and turns await...

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For more information, please scan:



For further enquiries, please contact:



## Contacts

### Media Relations:

#### Team Carlsberg Malaysia:

Yee Mei Lee, Senior Brand Manager	+603-55226 688	<a href="mailto:yeemei.lee@carlsberg.asia">yeemei.lee@carlsberg.asia</a>
Wong Ee Lin, Corporate Affairs and Sustainability Manager	+603-55226 404	<a href="mailto:eelin.wong@carlsberg.asia">eelin.wong@carlsberg.asia</a>
Emily Joo, Corporate Affairs and Sustainability Executive	+603-55226 414	<a href="mailto:hoyee.joo@carlsberg.asia">hoyee.joo@carlsberg.asia</a>

#### Team Continuum PR:

Michelle Bridget	+60 12-697 7356	<a href="mailto:michelle.bridget@continuumpr.com">michelle.bridget@continuumpr.com</a>
Chelsea Rozario	+60 17-836 9359	<a href="mailto:chelsea.rozario@continuumpr.com">chelsea.rozario@continuumpr.com</a>

#### 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 Brut, 1664 Blanc and 1664 Rosé, as well as iconic first beer of Japan, Sapporo Premium Beer, European cider Somersby, British-inspired Connor's Stout Porter 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 **#CELEBRATERESPONSIBLY** – if you drink, don't drive!

Our 640 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 Together Towards ZERO and Beyond in our quest to achieve net zero carbon emissions throughout our value chain by 2040. Find out more at [www.carlsbergmalaysia.com.my](http://www.carlsbergmalaysia.com.my)

#### About 1664

Blue in bottle and iconic in flavour. 1664 is the no.1 selling French beer in the world featuring its renowned 1664 Blanc product - a refreshing premium wheat beer with a hint of citrus. Perfect for turning moments into extraordinary experiences with friends. To find out more, please follow @1664Malaysia on Facebook or Instagram or visit our website for more information. Please celebrate responsibly.

## 1664 官宣 Robert Pattinson 成为新任全球品牌大使

全球销量第一法国啤酒携手国际巨星 Robert Pattinson 开展无畏合作  
打造创意宣传项目 多角度诠释“玩味”理念

（**莎亚南 2025 年 10 月 2 日讯**）全球销量第一法国啤酒 **1664** 荣誉宣布，著名演员兼文化偶像 **Robert Pattinson** 正式成为品牌全球代言人，标志着品牌迈入激动人心的新篇章。

此次合作的核心是一项将于 2026 年启动的全球宣传活动，由知名导演 Brady Corbet 执导，以电影化视角探索“玩味”的多元诠释。Brady Corbet 的最新作品《The Brutalist》于 2024 年上映后，广受好评，并在奥斯卡奖中获得包括最佳导演和最佳原创剧本在内的 10 项提名。他曾荣获威尼斯国际电影节银狮奖及金球奖最佳导演奖。

此次合作将 Robert Pattinson 独特的风格与视角、1664 的巴黎根源和优雅气质相融合，共同邀请全球消费者从全新角度理解“玩味”，并将 1664 定位成凝聚人心之啤酒。

Robert Pattinson 与 Brady Corbet 的搭档，意味着 1664 这一汇合高雅感与别致性的品牌，在创意方面无畏飞跃。此次合作也体现出 1664 品牌精神：不守常规、轻松有型、信心满满。

1664 全球市场总监 Nikola Maravic 表示，“我们非常高兴能将 Robert Pattinson 与 Brady Corbet 这两位现代创意代表人物聚集在一起，携手创作宣传作品，以戏剧化方式呈现有关‘玩味’的讨论。”他说，“两位的独特个性与创意风格挑战传统，而 1664 正是这场讨论的核心。这只是第一口，精彩还在后头，敬请期待。”

Robert Pattinson 的加入将为 1664 世界注入全新活力，并以轻松幽默的方式达成共识：玩味非 1664 莫属。

Nikola Maravic 补充道，“随着 Robert 成为本品牌接下来全球宣传项目的面孔，我们迎来了独特机会把 1664 带入新文化圈，并以精彩新方式触达受众。这不仅是一项合作，更是一份宣言。”

敬请期待 1664 与文化偶像 Robert Pattinson 的全新合作篇章，更多意想不到的精彩即将揭晓……

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若有任何疑问，请联络以下人员：

联络方式  
媒体公关：

马来西亚 Carlsberg 集团：



Yee Mei Lee 品牌高级经理	+603-55226 688	<a href="mailto:yeemei.lee@carlsberg.asia">yeemei.lee@carlsberg.asia</a>
黄丽荫 (Immy Ooi) 企业事务及可持续发展高级经理	+603-55226 404	<a href="mailto:eelin.wong@carlsberg.asia">eelin.wong@carlsberg.asia</a>
朱可仪 (Emily Joo) 企业事务及可持续发展执行员	+603-55226 414	<a href="mailto:hoyee.joo@carlsberg.asia">hoyee.joo@carlsberg.asia</a>

#### Continuum PR 公关公司:

Michelle Bridget	+60 12-697 7356	<a href="mailto:michelle.bridget@continuumpr.com">michelle.bridget@continuumpr.com</a>
Chelsea Rozario	+60 17-836 9359	<a href="mailto:chelsea.rozario@continuumpr.com">chelsea.rozario@continuumpr.com</a>

#### 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堪称全球最佳啤酒——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 BRUT、1664 Blanc 及 1664 Rosé、日本标志性首个啤酒 Sapporo Premium Beer、欧洲苹果酒 Somersby、英伦式 Connor's Stout Porter、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，时时刻刻牢记记住“酒后不开车，开车不喝酒”！**#CELEBRATERESPONSIBLY**

我们共有 640 名员工，皆以绩效为驱动力，并秉承“酿造更美好的今天和明天” (Brewing for a Better Today and Tomorrow) 宗旨，我们致力于实施“共同迈向并超越零目标” (Together towards ZERO and Beyond) ESG 计划，以实现到 2040 年全价值链净零碳排放目标。敬请浏览 [www.carlsbergmalaysia.com.my](http://www.carlsbergmalaysia.com.my) 了解更多。

#### 关于 1664

瓶呈湛蓝，风味经典。1664 是全球销量第一法国啤酒，旗下代表作 1664 Blanc 这款优质白啤酒清爽怡人，带有柑橘香味，让好友相聚时刻升华成非凡体验，可谓完美之选。欲了解更多，欢迎关注@1664Malaysia 脸书及 Instagram 专页，或浏览官网。故请理性饮酒。