

**PRESS
RELEASE**

PREMIUM BELGIAN ABBEY BEER SOARS TO EAST MALAYSIA
Full Range of Grimbergen Now Available in Selected Outlets

Kuching, 7 November 2012 - Luen Heng F&B Sdn Bhd (LHFB), a subsidiary of Carlsberg Malaysia is strengthening its portfolio of imported premium beers with the sole distributorship of Grimbergen beer to East Malaysia.

Grimbergen, born in the middle age in Belgium, is a top fermented beer, ale type, and it offers a large range of beers with its blond, brown, white but also red fruits recipes from 6 to 6.7% alcohol content. It has the significant taste superiority of the combination of complexity and crispness, right between specialty beers and lagers. With the wide and established distribution channel in Malaysia, Carlsberg and LHFB believe that this Grimbergen beer will be another appealing alternative to other premium beers.

“LHFB has always been focusing on the time-honoured traditions of good taste. This Grimbergen beers, the certified Belgian Abbey Beer, herald from the ancient Grimbergen Abbey in Belgium in 1128. The abbey was destroyed in 3 separated fires. Each time, the monks of Grimbergen took the Phoenix as their symbol; a sign of the Abbey's perpetual rebirth, and adopted the motto: burned but not destroyed,” shared Ricardo Loh, Marketing Manager of LHFB in his speech.

“We wish to complement our existing portfolios of premium beer range in the market by introducing Grimbergen to our friends in Kuching. We welcome to partner with the people here to further strengthen on our product range as well.” Sean added.

Grimbergen has its full range including Blonde, Double & Blanche in 250ml bottle. It will be available soon at other on-premises outlets include trendy bars, hotels and restaurants in East Malaysia.

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This media release has been prepared by Carlsberg Brewery Malaysia Berhad and is for immediate release. For further enquiries please contact:

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