

FOR IMMEDIATE RELEASE

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Page 1 of 4

## Stroll Along Parisian *Rue 1664* for an Immersive Good Taste with a Twist Experience!

1664 Blanc invites consumers to embrace the French spirit of *joie de vivre* this festive season with a captivating month-long showcase at Pavilion KL

**SHAH ALAM, 5 December 2022** – Whether you're looking for a delightful experience to celebrate or to create memorable moments with your friends this year-end festive season, France's No.1 premium wheat beer 1664 Blanc presents to you *Rue 1664*, a charming Parisian inspired street that brings *#GoodTasteWithATwist* to life at the Connection, Pavilion Kuala Lumpur.

Following the launch of the stunning 'Art with a Twist' Artist Edition cans created by famed French artist Michaël Cailloux throughout October and November, 1664 Blanc is elevating its *#GoodTasteWithATwist* experience with an ensemble of contemporary Parisian icons, and transporting its wheat beer drinkers to the beautiful street named *Rue 1664*; a place to get a taste of France where one can indulge in both 1664 Blanc and 1664 Rosé in an evening of playful elegance.

The journey begins at *Arc De Blanc*, a magnificent Parisian Garden arch accentuated with blooming flowers, a French bulldog and the iconic Eiffel Tower presiding as a centrepiece. The journey then brings guests to *Café La Rue 1664*, a quintessential showstopper that transports patrons to the charming streets of Paris for a picture-perfect moment, just before concluding their journey at *L'Atelier 1664*, an elegant lounge where drinkers can enjoy a refreshing pint of France's famous brew and be serenaded with music and live performances.

Slated to be a delightful affair for all guests, the month-long '*Rue 1664*' showcase is inspired by the French spirit of *joie de vivre* (joy of living) which adds simple aesthetic pleasures to everyday occasions. Encouraging urban dwellers to embrace their creativity, 1664 Blanc has organised special workshops at *L'Atelier 1664*. Here, guests will be able to discover, learn and indulge in Fluid Art expression, Silkscreen Tote Bag printing and DIY cocktail mixology with 1664 Blanc and 1664 Rosé.

Just as the French appreciate the good things in life and make the ordinary into something more celebratory, 1664 Blanc introduces Blue Hour to elevate evenings with great taste. As the sun sets, Blue Hour transforms dusk into an immersive experience that brings consumers together to celebrate nightfall, exclusively at *L'Atelier 1664*.

"We invite 1664 lovers to indulge in this month-long *Rue 1664* showcase to experience the Parisian inspired *#GoodTasteWithATwist*, enjoying the French spirit of *joie de vivre* (joy of living). As our social lifestyle returns to new normalcy post-pandemic, we wish to have our premium brand 1664 elevate moments of good taste when friends and loved ones meet over our fine brews," commented Stefano Clini, Carlsberg Malaysia's Managing Director.

1664 invites wheat beer lovers to register at <https://rue1664.com> to visit the Rue 1664 showcase and enjoy a complimentary drink of 1664 Blanc or 1664 Rosé or secure a spot for the premium experience. Alternatively, consumers can also just take a leisurely stroll along *Rue 1664* and take in the beautiful installations before joining the Blue Hour sessions to enjoy a sip of #GoodTasteWithATwist.

1664 Blanc has always taken a design-oriented approach to their style, especially with its iconic blue bottle that stands out from the rest. Its 'Good Taste with A Twist' spirit creates an immersive and inspiring range of experiences along *Rue 1664* that illustrates *joie de vivre* in each nuance which consumers should definitely not miss!

To find out more about what's in store, be sure to like and follow @1664BlancMY on Facebook and Instagram or visit [www.facebook.com/1664BlancMY](http://www.facebook.com/1664BlancMY) for more details. All activities are open to non-Muslims aged 21 and above. When purchasing and enjoying 1664 Blanc or 1664 Rosé, remember to always **#CELEBRATERESPONSIBLY** – if you drink, don't drive!

– End –

For more communication materials, scan here:



## Contacts

### Media Relations:

#### Team Carlsberg Malaysia:

Wong Ee Lin, Corporate Affairs Assistant Manager +603-55226 404  
Lee Yee Mei, Senior Brand Manager +603-55226 310

[ee.lin.wong@carlsberg.asia](mailto:ee.lin.wong@carlsberg.asia)  
[yeemei.lee@carlsberg.asia](mailto:yeemei.lee@carlsberg.asia)

#### Team Continuum PR:

Michelle Bridget +60 12-697 7356  
Avery Sow +60 17-658 2549

[michelle.bridget@continuumpr.com](mailto:michelle.bridget@continuumpr.com)  
[karyee@continuumpr.com](mailto:karyee@continuumpr.com)

### About Carlsberg Malaysia

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. We also have a regional presence via exports to Hong Kong, Taiwan, Laos, Cambodia and Thailand.

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. This Carlsberg trio is complemented by international premium brews including France's premium wheat beer 1664 Blanc, 1664 Rosé, Japan's No.1 premium beer Asahi Super Dry, European cider Somersby, British-inspired Connor's Stout Porter draught, and US award-winning craft beer Brooklyn Brewery as well as Tuborg Strong. Our local brands include SKOL, Royal Stout and Nutrimalt.



Our approximately 600-strong workforce sell our products in a responsible manner within our sustainability-driven business. Our products are for non-Muslim consumers aged 21 and above. Please #CelebrateResponsibly – if you drink, don't drive!  
Find out more at [www.carlsbergmalaysia.com.my](http://www.carlsbergmalaysia.com.my)

## 漫步 *Rue 1664* 街道感受巴黎风情 来一场玩味新法式沉浸体验!

1664 Blanc 在吉隆坡 Pavilion 献上为期一个月特备活动，邀消费者在这佳节感受法国生活欢乐体验

(**莎亚南 2022 年 12 月 5 日讯**) 在这个年终佳节，若您想和朋友来一场欢乐体验庆祝美好时光、或是一起创造难忘时刻，法国第一优质小麦啤酒 1664 Blanc 为您献上 *Rue 1664* 街道，在吉隆坡柏威年广场 (Pavilion Kuala Lumpur) 的 Connection 呈现一条弥漫巴黎风情的华丽街道，让 #GoodTasteWithATwist 栩栩如生!

随着由法国著名艺术家 Michaël Cailloux 设计的 Art with a Twist 限定版酒罐于 10 月及 11 月亮相，1664 Blanc 将 #GoodTasteWithATwist 的体验登上新台阶。除了展示各种巴黎当代象征，也将小麦啤酒爱好者带到华丽的 *Rue 1664* 街道，让到访者品尝法式风情及在优雅的夜晚享用 1664 Blanc 及 1664 Rosé。

过程从 *Arc De Blanc* 拱门开始，这里具有巴黎花园的壮丽风采，不仅有盛开的鲜花，也有法国斗牛犬装饰，以及标志性的巴黎铁塔作为中心装饰。来到 *Café La Rue 1664* 咖啡馆，它将会吸引大家的目光，有如把您带到华丽的巴黎街道上打卡。作为结尾，到访者将踏入 *L'Atelier 1664* 优雅专厅，享用清爽法国著名优质啤酒、音乐和现场表演。

为期一个月的 *Rue 1664* 街道活动将为所有到访者迎来一场欢乐体验，以法国 *joie de vivre* (生活之乐) 精神为灵感，它旨在为日常生活增添简单审美喜悦。为了鼓励都市人绽放创意能力，1664 Blanc 将在 *L'Atelier 1664* 举办特别工作坊，让参与者发掘、学习和享受流体艺术表达、丝网手提袋印刷以及 1664 Blanc 和 1664 Rosé DIY 鸡尾酒调制。

正如法国人珍惜生活中的美好事物并为平凡事物增添喜庆，1664 Blanc 也将亮相 Blue Hour 时段，以美好品味提升华灯初上体验。随着太阳下山，Blue Hour 将黄昏时段转变成一场沉浸式体验，让消费者聚在一起迎接夜幕降临，而这仅在 *L'Atelier 1664* 独家上演。

马来西亚 Carlsberg 董事总经理 Stefano Clini 表示，“我们邀请 1664 爱好者前来感受这场为期一个月的 *Rue 1664* 街道活动，体验充满巴黎风情的 #GoodTasteWithATwist，享受法国 *joie de vivre* (生活之乐) 精神。随着社交生活方式进入后疫情新常态，我们希望通过本集团旗下的精致品牌 1664，能够提升各位与亲朋好友在享用我们的优质啤酒中相聚的美好时刻。”

1664 邀请小麦啤酒爱好者在 <https://ruel664.com> 登记到访 *Rue 1664* 街道，并获取免费的 1664 Blanc 或 1664 Rosé，同时也可以预订获取精致体验。消费者也可以随意前来 *Rue 1664* 街道漫步，欣赏优美装置，然后参与 Blue Hour 时段品尝 #GoodTasteWithATwist。

1664 Blanc 风格一向来以设计为导向，特别是其与众不同的著名蓝色酒瓶，更是展现了这一点。该品牌#GoodTasteWithATwist的精神，在 Rue 1664 街道创造一系列令人沉浸与振奋的体验，并且在每个细节上彰显生活之乐，消费者不容错过！

欲知更多，欢迎在脸书和 Instagram 点赞并关注 @1664BlancMY 或浏览 [www.facebook.com/1664BlancMY](http://www.facebook.com/1664BlancMY) 以获得更多详情。所有活动仅开放给 21 岁以上的非穆斯林人士。在购买享用 1664 Blanc 或 1664 Rosé 时，记得要#理性饮酒——“酒后不开车，平安到永久”！

-完-

欲获取更多资讯，请在这扫描：



#### 联络方式

#### 媒体公关：

#### 马来西亚 Carlsberg 集团：

企业事务副经理 黄玉玲 Wong Ee Lin  
高级品牌经理 Lee Yee Mei

+603-55226 404  
+603-55226 310

[eelin.wong@carlsberg.asia](mailto:eelin.wong@carlsberg.asia)  
[yeemei.lee@carlsberg.asia](mailto:yeemei.lee@carlsberg.asia)

#### Continuum PR 公关公司：

Michelle Bridget  
Avery Sow

+60 12-697 7356  
+60 17-658 2549

[michelle.bridget@continuumpr.com](mailto:michelle.bridget@continuumpr.com)  
[karyee@continuumpr.com](mailto:karyee@continuumpr.com)

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