

FOR IMMEDIATE RELEASE

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1664 Welcomes Beer Lovers to Discover the New Side of Blue with 1664 BRUT!

Get ready for a completely new offering from 1664 as it brings lager lovers a new crisp, golden brew perfect for a night out in town!

SHAH ALAM, 5 June 2024 – Beer lovers are invited to Discover the New Side of Blue with the arrival of 1664 BRUT, a crisp, golden premium lager that transcends the ordinary with its easy drinking and refreshing taste. Made for contemporary beer enthusiasts, 1664 BRUT offers a symphony of sensations, boasting a refreshing and crisp taste that leaves any beer lover wanting more.

True to its brand promise, 1664 turns simple pleasures into extraordinary experiences. The latest innovation, 1664 BRUT, continues this offering, enhancing every drinking occasion with its refreshingly crisp golden lager with a sparkling twist.

"We are thrilled to introduce 1664 BRUT to Malaysian beer enthusiasts. As a premium wheat beer, 1664 is already well-recognised in the market. Our new campaign, 'Discover the New Side of Blue,' invites Malaysians to experience a fresh offering from 1664 – a crisp, golden premium lager. This innovation enriches our premium brew portfolio and complements our existing 1664 range, which includes 1664 Blanc, 1664 Rosé, and now 1664 BRUT, providing a diverse selection from wheat beer to lager," said Olga Pulyaeva, Marketing Director at Carlsberg Malaysia. "We are particularly proud that we are the first South-East Asian country to launch this exciting product. With its refreshingly crisp taste and iconic blue bottle, 1664 BRUT is the perfect companion to elevate any occasion."

As 1664 BRUT makes its way nationwide in pints, cans, and draught at ABV 4.5%, it brings with it a promise to make every drinking moment extraordinary. Redefining sleek and stylish packaging, its gold label against the iconic blue backdrop perfectly reflects the vibrant spirit it embodies. Whether it is a regular hangout session or crushing weekend clubbing adventures, 1664 BRUT is bound to add that extra twist to any occasion.

1664 BRUT will debut in Kuala Lumpur with its first consumer activation at APW Bangsar from June 6th to 9th, inviting guests to discover the New Side of Blue. Transforming ordinary spaces into extraordinary experiences, attendees will embark on a journey to explore this crisp, golden lager. The event features a stylish photo zone, personalised graffiti t-shirts, arcade games, and more. Guests will also be treated to a refreshing pint of 1664 BRUT, setting the stage for an exciting party with great music. A daily line-up of local and international artists, including VaVa, JB, Cesqeaux, Babychair, and others, will elevate the evening into an unforgettable celebration.

So, step over to the New Side of Blue with 1664 BRUT - one refreshing sip at a time and experience the extraordinary.



To find out more about what's in store, be sure to like and follow <https://www.facebook.com/1664MY/> on Facebook and <https://www.instagram.com/1664malaysia> on Instagram or visit www.newsideofblue.com for more details. All activities are open to non-Muslims aged 21 and above.

When purchasing and enjoying 1664, remember to always **#CELEBRATERESPONSIBLY** – if you drink, don't drive!

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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 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

1664 邀啤酒爱好者 跟随 1664 BRUT 探索蓝色新境界

新款 1664 亮相，为啤酒爱好者带来崭新清爽金色拉格啤酒，必是夜生活良伴！

（莎亚南 2024 年 6 月 5 日讯）1664 BRUT 正式推出，诚邀啤酒爱好者一起“探索蓝色新境界”（Discover the New Side of Blue）！这款清爽金色的优质拉格啤酒，轻松易饮、口感清新，超越平凡。专为当代啤酒铁粉打造，1664 BRUT 耐人寻味，清新舒爽，将让啤酒爱好者意犹未尽。

1664 秉承其品牌承诺，将简单喜悦转化为非凡体验，最新创新 1664 BRUT 也延续其理念，献上清新爽口、气泡丰盈的金色拉格啤酒，让各种饮酒时刻得到提升。

马来西亚 Carlsberg 集团市场总监奥加尔（Olga Pulyaeva）表示，“我们很激动地向大马啤酒爱好者推介 1664 BRUT。1664 作为一款优质小麦啤酒，已得到了市场青睐。通过‘探索蓝色新境界’（Discover the New Side of Blue）这项全新市场活动，我们邀请大马人体验新款 1664，即一款清爽金色优质拉格啤酒。这一创新丰富了我们旗下优质啤酒产品系列，并与我们现有的 1664 系列，包括 1664 Blanc、1664 Rosé，以及新推出的 1664 BRUT 相辅相成，提供了从小麦啤酒到拉格啤酒的多样选择。”她也说，“我们很荣幸成为东南亚首个推出这款产品的国家，1664 BRUT 以其清爽的口感和标志性的蓝色瓶身，必是让各种场合升华的良伴。”

1664 BRUT 酒精浓度为 4.5%，以瓶装、罐装、生啤形式亮相全马，承诺让各种饮酒时刻非凡别致。在包装上，精致感、时尚感有了新定义，其金色标签与标志性的蓝色背景下，完美体现出了它所代表的活力精神。无论是日常的休闲聚会或周末蹦迪，1664 BRUT 都必将为各种场合增添玩味。

从 6 月 6 日至 9 日，1664 BRUT 将首度亮相于吉隆坡，在 APW Bangsar 举办首个现场活动，诚邀各界人士一起“探索蓝色新境界”。到访者能够见证平凡空间化为非凡体验，并踏上探索之旅，深入此款清爽金色拉格啤酒。活动现场将准备了绝美打卡区、个性化涂鸦 T 恤、街机游戏等各种精彩活动。各位来宾将可以享用清爽 1664 BRUT，开启愉快的派对时光，每日演出阵容包括本地和国际艺人，如 VaVa、JB、Cesqueaux、Babychair 等，将让每一晚带来难忘的庆典。

跟随 1664 BRUT 踏入蓝色新境界，清新舒爽，尽在每口，非凡体验，尽情感受。

欲发现更多好康，关注脸书专页（<https://www.facebook.com/1664MY/>）及 Instagram 账号（<https://www.instagram.com/1664malaysia>），或浏览 www.newsideofblue.com 了解更多详情。所有活动仅开放给年龄 21 岁以上的非穆斯林人士。

购买享用 1664，必得理性饮酒，时时刻刻牢牢记住“酒后不开车，平安到永久”！
#CELEBRATERESPONSIBLY



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若有任何疑问，请联络以下人员：

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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堪称全球最佳啤酒——Carlsberg Danish Pilsner、Carlsberg 顺啤 (Carlsberg Smooth Draught)、Carlsberg Special Brew 及 Carlsberg Alcohol Free Pilsner and Wheat，还有法国优质啤酒 1664 BRUT、1664 Blanc 及 1664 Rosé、日本首个啤酒 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，时时刻刻牢记住“酒后不开车，平安到永久”！**#CELEBRATERESPONSIBLY**

我们拥有 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 了解更多。