

## 1664 Blanc Presents ‘Bon Appetit-lah’ Gastronomy Campaign Inspired by French-Malaysian Cuisine

Elevate gastronomic experiences at home with French-Malaysian 1664 Blanc recipes and stand to WIN premium cookware set, luxurious holiday packages post MCO and more!

**Shah Alam, 8 June 2021** – French’s No. 1 premium wheat beer 1664 Blanc inspires beer lovers to share good taste in its Bon Appetit-lah campaign where France meets Malaysia in a twist of gastronomy. Starting June onwards, 1664 Blanc will unveil five unique French-Malaysian fusion recipes curated by French Chef Nathalie of Nathalie Gourmet Studio, and Malaysian Chef Isadora Chai of Bistro à Table for consumers to cook and try at home during the full movement control order (FMCO). To elevate beer lovers’ gastronomic experiences, the Bon Appetit-lah consumer promotion for 1664 Blanc purchases offers chances to win exclusive 1664 Blanc merchandise, Le Creuset cookware, luxury island vacations post-MCO and more!

“1664 Blanc believes in inspiring consumers to share good taste moments with their loved ones over a fine meal paired with our refreshing brew. Food connects people, and we decided to bring the best of both countries by introducing five French-Malaysian fusion dishes jointly created by the two award winning chefs for the 1664 Blanc Bon Appetit-lah campaign.”, said Caroline Moreau, Marketing Director of Carlsberg Malaysia.

“Whilst consumers are staying safe at home amid the pandemic, we want to encourage them to try out 1664 Blanc-inspired dishes first-hand! We crafted our 1664 Blanc Bon Appetit-lah campaign by sharing five French-Malaysian fusion dishes in a step-by-step video demo to uplift their cooking experiences at home. Understanding how Malaysians must be feeling during the full MCO, the campaign intends to reward beer lovers for their 1664 Blanc purchases with premium cookware and luxurious island packages post-MCO in line with our brand’s promise of good taste with a twist.”, Moreau explained.

With the purchase of RM150 and above of 1664 Blanc products in a single receipt at participating supermarkets, hypermarkets and e-commerce (Shopee and Lazada), consumers can redeem a FREE premium WMF cutlery set and are entitled to a chance of winning the Grand Prize of an exclusive vacation at Pangkor Laut Resort or one of the five First Prizes of Le Creuset Round French Oven worth RM1,950 each. Simply submit your receipts online for your chance to win!

At participating modern convenience stores, make a minimum purchase of RM25 on 1664 Blanc in a single receipt and submit your receipts online to win the Grand Prize of a luxury staycation at Pangkor Laut Resort, or one of the 50 First Prizes of a 4-pax premium WMF cutlery set.

Whet your appetite with a refreshing twist of 1664 Blanc today at the comfort of your home and grab these chances of an indulgent dining experience; or a luxury staycation when MCO is lifted!

Be sure to like and follow @1664BlancMY on Facebook on Instagram for the weekly series of Bon Appetit-lah recipes. Try the Bon Appetit-lah recipes at home and submit photos of your plated dish with the hashtag #1664Blanc #BonAppetitLah #GoodTasteWithATwist to win prizes! For more info, visit [www.facebook.com/1664BlancMY](https://www.facebook.com/1664BlancMY).

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Incorporated in 1969 and listed on the Main Board of Bursa Malaysia Securities Berhad, Carlsberg Malaysia is part of Carlsberg Group with regional investment in Singapore and Sri Lanka. Our flagship brand – Carlsberg – is one of the best-known beer brands in the world whilst Kronenbourg 1664 Blanc, Somersby, Asahi Super Dry, Connor's Stout Porter are among the key premium brands in Malaysia. Approximately 600 people work for the Company, selling our products in a responsible manner and business managed sustainability.

Find out more at [www.carlsbergmalaysia.com.my](https://www.carlsbergmalaysia.com.my)

## 1664 Blanc 呈现以法国—马来西亚料理为灵感的 Bon Appetit-lah 美食活动

以 1664 Blanc 法国—马来西亚食谱提升在家的的美食体验，并有机会赢取精致的炊具、行管令后的豪华度假配套等好康！

（莎亚南 8 日讯）为了启发啤酒爱好者分享美好风味，法国第一优质小麦啤酒 1664 Blanc 展开 Bon Appetit-lah 活动，让法国和马来西亚在美食上相遇。从 6 月起，1664 Blanc 将亮相由 Nathalie Gourmet Studio 的法国厨师娜塔莉（Nathalie）与 Bistro à Table 的马来西亚厨师蔡小平（Isadora Chai）所创造的 5 道独特法国—马来西亚混合料理，让消费者在全面行动管制令时在家尝试厨艺。为了提升啤酒爱好者的美食体验，Bon Appetit-lah 的促销活动将让购买 1664 Blanc 的消费者有机会赢取独家 1664 Blanc 商品、Le Creuset 炊具，以及在行动管制令结束后的豪华海岛之旅等好康！

马来西亚 Carlsberg 集团市场总监柯诺琳（Caroline Moreau）表示：“1664 Blanc 坚信，在享用精致料理时搭配我们的清爽啤酒，能启发消费者与亲朋好友分享美好风味时刻。美食连接人心，我们决定把两国特色融为一体，介绍由这两位曾荣获奖项的厨师联手为 1664 Blanc 的 Bon Appetit-lah 活动所创造的 5 道法国—马来西亚混合料理。”

她补充：“趁消费者因疫情留守在家自我防护的期间，我们想鼓励他们尝试亲手做出以 1664 Blanc 为灵感的料理！我们为 1664 Blanc 的 Bon Appetit-lah 活动精心制作了食谱影片，一步一步分享如何做出 5 道法国—马来西亚混合料理，提升消费者在家的烹饪体验。我们也明白马来西亚人在全面行动管制令下的心情，所以通过这次活动准备了精致的炊具，还有在行动管制令结束后的豪华海岛旅游配套，奖励购买 1664 Blanc 的啤酒爱好者，并践行我们的品牌承诺，也就是‘分享美好风味’。”

在有参与的超级市场、霸级市场及网购平台（Shopee 和 Lazada），凭单张收据购买 150 令吉以上的 1664 Blanc 产品，消费者即可换取一套免费的精致 WMF 餐具套装，并有机会赢取大奖一趟独家 Pangkor Laut Resort 度假之旅，或首奖价值 1950 令吉的 Le Creuset Round French Oven 铸铁锅（共 5 份）。只需上网提交收据就有机会赢取它们！

在有参与的现代便利店，凭单张收据购买至少 25 令吉的 1664 Blanc 后上网提交收据，以赢取大奖一趟 Pangkor Laut Resort 豪华之旅，或首奖精致的 4 人份 WMF 餐具套装（共 50 份）。

留守在家时以清爽的 1664 Blanc 增进食欲，并抓紧机会赢取丰富的用餐体验，或一趟豪华之旅，在行动管制令结束后享用！

记得在脸书和 IG 按赞及跟随 @1664BlancMY 锁定每周推出的 Bon Appetit-lah 食谱影片，让您在家尝试新厨艺，并以照片方式提交您的杰作赢取奖品！也别忘了为你们超棒的图片标贴 #1664Blanc #BonAppetitLah #GoodTasteWithATwist 。更多详情，请浏览 [www.facebook.com/1664BlancMY](http://www.facebook.com/1664BlancMY)。

**更多咨询，请联络：**

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