



KRONENBOURG 1664 HITS MALAYSIAN SHORES WITH A FINE TASTE OF THE FRENCH ART OF PLEASURE

Shah Alam, December 2010- Malaysians can now finally savour the fine taste of French beer as **Kronenbourg 1664** makes its first appearance in the Malaysian market thanks to Carlsberg Brewery Malaysia Berhad. **Kronenbourg 1664** is the best-selling super premium beer in France and is sold in more than 70 countries. **Kronenbourg 1664** is the fifth oldest beer brand in the world and is especially successful in Europe where it is one of the leaders of premium beer brands.

Soren Ravn, Managing Director, Carlsberg Brewery Malaysia Berhad, said: “**Kronenbourg 1664** symbolizes the French Art of Pleasure, exquisite in every detail and universally desirable. Our consumers are those who appreciate the finer things in life as a form of self reward and outward expression. They value excellence in all things, seek genuine relationships and authenticity and prefer quality over quantity.”

All over the world the **Kronenbourg 1664** beer attracts successful and discerning people who love beautiful things and know how to enjoy life. The introduction of this super premium beer is timely, with Malaysians becoming increasingly affluent and well travelled, their affinity for premium beers continue to increase. More beer consumers are looking for unique and distinctive brews to add to their repertoire.

“Launching **Kronenbourg 1664** is very much in line with our increased focus on



our portfolio, especially the premium segment where we see tremendous potential for growth. **Kronenbourg 1664** is an outstanding addition to our portfolio and we hope that with its introduction, we can satisfy the thirst of our consumers for great and unique premium beers in Malaysia,” said Ravn.

Kronenbourg 1664 enjoys close to 350 years of brewing heritage since its beginnings in Strasbourg, France. The pursuit of brewing excellence has led to the discovery of the Strisselspalt Hop - exclusive to the Alsace region, in the East of France - and nicknamed the “Caviar of hops”; giving birth to a unique beer with a highly enjoyable taste.

Kronenbourg 1664’s unique recipe: pure water from the Vosges mountains, the Strisselspalt hop and malt from carefully selected barley, give rise to the combination of which **Kronenbourg 1664** derives its warm golden colour, its fine bitterness, and its floral aromas. A pleasure achieved through its perfect balance of sweetness with hints of Mirabelle plums, dried apricots, honey and pears, which reveal themselves at every sip.

The pursuit of excellence led **Kronenbourg 1664** to win the Gold Medal at the prestigious International Brewing Awards twice in 2004 and 2005, the only beer that has achieved this amazing honour.

Kronenbourg 1664 is available at selected partner outlets in the Klang Valley.

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————— *Kronenbourg 1664* —————
PREMIÈRE BIÈRE FRANÇAISE

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