

FOR IMMEDIATE RELEASE

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Page 1 of 4

Sparkle And Light Up Your Christmas With 1664 Blanc And Somersby

Add a touch of elegance to your dinner with **the world's only BLUE** lighted bottle or gift your loved ones a limited-edition Somersby Sparkling Festive Pack!

Shah Alam, 12 December 2019 – Be jolly and merry this Christmas with 1664 Blanc and Somersby as extraordinary and sparkly merchandise are up for grabs from now till December 31st! 1664 Blanc will elevate your Christmas moments with its iconic BLUE fairy light bottles for that added touch of elegance exclusively this Christmas. Celebrating the season of giving, Somersby introduces its Somersby Sparkling Festive Pack, **that's bound to be the most wonderful gift for your loved ones!**

To continue inspiring good taste, 1664 Blanc continues its "Dinner In Blue" campaign which aims to add a touch of elegance to your Christmas in style. Acclaimed for its taste and known for being the world's only blue beer bottle, indulge in France's No.1 premium wheat beer at bars, restaurants, bistros and participating outlets and elevate your dinner moments. Take home an exclusive limited-edition replica of 1664 Blanc's iconic blue lighted bottle that will surely light up your Christmas spirits! Applicable while stocks last when you purchase one (1) bucket, one (1) tower, four (4) full pints or eight (8) half pints of 1664 Blanc!

Or grab the exclusive 8-can festive gift pack at supermarkets and hypermarkets and spread the Christmas cheer by gifting family and friends with a FREE lighted 1664 Blanc blue bottle, perfect as a table decor or centre piece for Christmas parties.

For a sparkly Christmas, start the merrymaking at home with loved ones when you share beautiful moments by serving up a sumptuous dinner paired with Somersby's exquisite sparkling variant. Grab the Somersby Sparkling Festive Pack that comes with two (2) bottles of Somersby Sparkling White and two (2) bottles of Somersby Sparkling Rosé. Perfect to be paired with meals, the 4-bottle gift set is complemented with a FREE Somersby wine glassware.

Make it a magical Christmas festivity as you immerse in the good taste of Somersby's sparkling series at participating bars, pubs and restaurants with family and friends. Celebrate in decadent style and enjoy happy hour all night long for bucket purchases of Sparkling White and Sparkling Rosé at a special price.

Come share the good taste of 1664 Blanc to elevate your dining experience and savour Somersby's elegant Sparkling series when celebrating any occasion or season with friends and loved ones! For more info, visit www.carlsbergmalaysia.com.my.

About 1664 Blanc

1664 Blanc is a modern, fruity and refreshing wheat beer. With its unique taste and appearance, it has an inimitable sweet and refreshing flavour, resulting from the hint of citrus and coriander spice used in brewing. With its flavour and design, this France premium wheat beer embodies the elegance and taste of France. Launched in Malaysia in 2011, 1664 Blanc enables beer connoisseurs to taste the French way of life with its iconic light blue hue coloured bottle accentuates its cloudy liquid and exquisite aroma flavour.

About Somersby

Somersby is the bestselling cider in Malaysia*. It is a refreshing alcoholic drink made from real fruit juices and natural fruit flavouring. Best served over ice, Somersby Cider, with 4.5% alcohol, is sweet and refreshing with no beer after-taste. It is an easy drinking alternative to beer with sparkling bubbles, making it the perfect alcoholic beverage to enjoy at any moment of the day, Somersby Cider contains no artificial sweeteners, flavours or colourings and it is available in Apple, Blackberry, Elderflower Lime, Sparkling Rosé and Sparkling White variants.

*Source: National Key Retailers' Scanned Data: Jan'18 – Dec'18

For further enquiries, please contact:

May Ng

Assistant Manager, Corporate Communications & CSR

Edmund Wong

Marketing Manager, Premium Brands

DL: 03 - 5522 6404

may.yk.ng@carlsberg.asia

DL: 03 - 5522 6405

edmund.st.wong@carlsberg.asia

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 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

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1664 BLANC 及 SOMERSBY 让您的圣诞时光更璀璨愉悦

世界独一无二的发亮蓝色圣诞装饰酒瓶为您的晚宴增添一份优雅，或以限量版礼盒装 Somersby Sparkling 给您的亲人们添一份惊喜!

莎阿南 16 日讯 – 1664 Blanc 及 Somersby 由即日起至 12 月 31 日，将持续把独特、耀眼的周边商品送出，为今年圣诞更添欢乐! 世界独一无二，能发亮的 1664 Blanc 蓝色圣诞装饰酒瓶，将让你的圣诞欢庆时光更添一份优雅。Somersby 也同时赶在这个送礼的季节推出了佳节礼盒装 Somersby Sparkling，它将是给亲人们送礼的最佳礼品!

为了继续挑动你的味蕾，1664 Blanc 将持续推动其“法蓝晚宴”活动，以给圣诞欢庆时光增添一份优雅。这款法国销量第一的优质啤酒，是世界唯一拥有可发亮的蓝色装饰酒瓶，它让你与家人好友在酒吧、餐厅或参与的销售处同欢共饮时，可以为席间添加另一番风味。而把这个限量版 1664 Blanc 发亮蓝色装饰酒瓶带回去，则可在家中还原圣诞的精髓! 凡购买一 (1) 桶、一 (1) 塔、四 (4) 大杯或八 (8) 小杯 1664 Blanc，随即送上这独特礼品，至赠品送完即止!

前往超市及霸市购买独家 8 罐佳节礼盒装，即可免费获得一个发亮的 1664 Blanc 蓝色装饰酒瓶，可以利用它在家人好友间散播圣诞节的欢乐气氛，亦可成为圣诞派对的最佳饰品或成为瞩目派对的亮点。

要过一个“气”势十足的圣诞，一切从家里开始，由你和家人做起，温馨共渡完美时光，共享丰富的一餐，共饮美味的 Somersby 气泡酒。Somersby Sparkling 佳节礼盒装共有两 (2) 瓶 Somersby Sparkling White 及两 (2) 瓶 Somersby Sparkling Rosé 粉红气泡酒，皆为美食的绝配。这 4 瓶装的礼盒还额外赠送一个精美的 Somersby 酒杯。

当你和家人好友在参与的酒吧、酒廊及餐厅欢聚畅饮 Somersby 气泡酒的好滋味之时，正值你和他们共享圣诞最美妙的时光。一起陶醉在一夜的欢乐时光之中，尽享特惠价的 Sparkling White 及 Sparkling Rosé 粉红气泡酒。

在这个佳节里，让我们与家人好友共享 1664 Blanc 美好滋味，体验味蕾的升华，品鉴 Somersby 气泡酒的典雅! 欲了解更多详情，请浏览 www.carlsbergmalaysia.com.my。

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