

FOR IMMEDIATE RELEASE

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Bon Appétit-lah! Returns with More Good Taste Dining with a Twist

From recipes to dining out to luxury staycations, 1664 Blanc brings you on a gastronomic journey to enjoy French-Malaysian fusion cuisine with a twist

SHAH ALAM, 31 May 2022 – Having successfully whet palates last year, 1664 Blanc brings back, by popular demand, the charming Bon Appétit-lah campaign with a more enriching gastronomic experience where beer lovers can enjoy unique French-Malaysian fusion dishes at home and at selected restaurants and bars nationwide. Best enjoyed with France's No.1 premium wheat beer, 1664 Blanc or the latest addition 1664 Rosé, Bon Appétit-lah adds savoir vivre for a truly delectable experience!

With visiting restrictions over, the possibilities of enjoying tasty moments with friends and family over a fine meal paired with a refreshing 1664 Blanc or 1664 Rosé is only a swipe away. Three flavoursome yet simple recipes that can be prepared at home have been specially curated to elevate any home dining party, which includes *Chilli Butter Cream Mussels*, *Salmon en Croute with Kerabu Ikan Bilis* and *Pandan Coconut Crème Caramel*, all of which goes sublimely with 1664 Blanc and 1664 Rosé.

In line with the brand's promise of Good Taste with a Twist, Bon Appétit-lah also brings you on an epicurean escapade to enjoy French-Malaysian fusion dishes at selected participating outlets spread across Malaysia. Each participating outlet has concocted its own exclusive Bon Appétit-lah creations which bridges the best of French and Malaysian cuisine into one magnificent meal. Whether it is a casual dinner with friends, a romantic date night, or a special occasion, the Bon Appétit-lah guide has it covered.

"1664 Blanc continues to inspire consumers to embrace the French spirit of *'joie de vivre'* – enjoyment of life, by sharing good taste moments with loved ones through delectable food & drink. It doesn't mean you need deep pockets to enjoy the finer things in life. 1664 Blanc delivers those moments through simple yet elegant dining experiences that can be savoured by everyone whether it's in the comfort of their own homes or out about on the town," commented Caroline Moreau, Marketing Director of Carlsberg Malaysia.

Running from now until the end of June, a 3-day, 2-night luxurious staycation at RuMa Hotel for two Grand Prize awaits lucky winners for the ultimate indulgence. The decadent vacation includes delectable delights throughout the affair, a spa package, Hi-Tea, and cocktail sessions with 1664 Blanc and 1664 Rosé.

To be in the running for the Grand Prize, consumers merely need to purchase RM30 worth of 1664 Blanc or 1664 Rosé in a single receipt in retail stores. To double the chances of winning, purchase any 1664 Blanc tower at your favourite bar or pub, or to gain one entry get three full pints, six half pints or one bucket of 1664 Blanc or 1664 Rosé on your tab.



If you're feeling lucky, purchase either a can of 1664 Blanc or 1664 Rosé at participating convenience stores and you might just bag the Grand Prize as well.

There are also tonnes of other prizes to be won, such as a uniquely designed and limited edition 1664 Blanc Fridge and an exclusive gift set which comes with 1664 Blanc and 1664 Rosé beer as well as the iconic 1664 Blanc glass.

Don't forget to like and follow @1664BlancMY on Facebook and Instagram for Bon Appetit-lah recipes and happenings and be sure to hashtag #1664Blanc #BonAppetitLah #GoodTasteWithATwist to win prizes! For more info, visit www.facebook.com/1664BlancMY or <https://1664blancmalaysia.com/>

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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, Jolly Shandy 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

Bon Appétit-lah! 再度回归 献上更多玩味新法式

从食谱到外出就餐到豪华住宿，1664 Blanc 带您踏上美食之旅，享用别有风味的法国-大马混合料理

（**莎亚南 31 讯**）继去年成功点燃味蕾后，1664 Blanc 为了满足消费者要求，再度开启 Bon Appétit-lah 活动，带来更丰富的美食体验，让啤酒爱好者在家、全国指定餐厅与酒吧，享用别有风味的法国-大马混合料理。与法国第一优质小麦啤酒 1664 Blanc，以及最新推出的 1664 Rosé 带来更佳享受，Bon Appétit-lah 为纯正的美味体验增添一股优雅气息！

如今互相探访不再受限制，想要和亲朋好友共享美味时刻，搭配清爽的 1664 Blanc 或 1664 Rosé 享用精致料理，只需轻扫一下即可。配合活动而特别策划的三道食谱，不仅美味极佳，且可在家轻易准备，让居家晚餐派对得到升华。食谱包括辣椒奶油青蚝（Chilli Butter Cream Mussels）、三文鱼千层酥配香辣江鱼仔（Salmon en Croute with Kerabu Ikan Bilis），以及班兰椰子焦糖布丁（Pandan Coconut Crème Caramel），每一道料理都能与 1664 Blanc 和 1664 Rosé 完美配搭。

与 Good Taste with a Twist（玩味新法式）的品牌理念一致，Bon Appétit-lah 将带您踏上美食之旅，让您在全国指定有参与商店，享用法国-大马混合料理。每一家有参与商店都各别配制了专属的 Bon Appétit-lah 料理，把法国料理和大马美食融为一体，打造丰盛的一餐。无论是与朋友共享晚餐，或一晚浪漫的约会，还是欢庆特别日子，Bon Appétit-lah 菜单都能满足您的需求。

马来西亚 Carlsberg 集团市场总监柯诺琳（Caroline Moreau）表示，“以美食美酒让大家共享美好品味时刻，1664 Blanc 继续启发消费者拥抱法国 ‘joie de vivre’ 生活之乐的精神。我们不一定需要是土豪才能享受高贵生活。1664 Blanc 透过简单且高雅的用餐体验，为大家献上这种时刻，无论是在自己舒适的家里，或在外欢聚都能享受。”

即日起至 6 月尾，两人份 3 天 2 夜 RuMa Hotel 豪华住宿的大奖，正等待幸运儿来赢取，该终极享受包括全程丰盛美食、水疗护理配套、Hi-Tea 下午茶，以及 1664 Blanc 及 1664 Rosé 伴随下的鸡尾酒会。

想赢取这份大奖的话，消费者只需凭单张收据，在零售店购买价值 30 令吉的 1664 Blanc 或 1664 Rosé。若想得到双倍的获胜机会，在您喜爱的酒吧或酒馆，购买任何 1664 Blanc 啤酒塔；欲得到一次参赛机会，购买 3 大杯（full pint）、6 小杯（half pint）或一桶 1664 Blanc 或 1664 桃红啤酒。

感觉自己运气不错的朋友，不妨在有参与便利店购买一罐 1664 Blanc 或 1664 Rosé，您可能有机会赢取这份大奖。



还有许多奖品也等着您来赢取，例如设计别致的限量版 1664 Blanc 冰箱，以及含有 1664 Blanc、1664 Rosé、1664 Blanc 玻璃杯的独家礼盒。

记得在脸书和 Instagram 点赞跟踪@1664BlancMY 以得知 Bon Appetit-lah 食谱与最新好康，并标记 #1664Blanc #BonAppetitLah #GoodTasteWithATwist 以赢取奖品！更多详情，浏览 www.facebook.com/1664BlancMY 或 <https://1664blancmalaysia.com/>。

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