

**PRESS
RELEASE**



WORLD NUMBER ONE VINTAGE TEQUILA MAKES WAY

Luen Heng F&B Introduces José Cuervo Into Premium Alcoholic Beverage Portfolio

Kuala Lumpur, 17 May 2012 – Carlsberg Malaysia’s subsidiary company, Luen Heng F&B Sdn Bhd (LHFB) achieved another milestone by adding the number one and oldest Tequila in the world, into its premium alcoholic beverage portfolio known as the José Cuervo.

Discerning drinkers, guests and media were introduced to an array of five of eight José Cuervo Tequilas across all price tiers from regular, premium to its super premium products at its launch called “Cuervo Reloaded Party” held at The Pool, Ampang.

Mr. Kenneth Soh, General Manager of LHFB shared, “We Luen Heng F&B, a subsidiary of Carlsberg Malaysia, as one of the pioneer leaders in alcoholic beverage industry, we are offering consumers a high quality and diverse portfolio of premium beers, ciders, spirits & liqueur; Each of these product blends with own heritage, flavor, character to give it distinctive personality and style.”

“We truly believe that these premium Tequilas produced by Jose Cuervo are going to impacting spirit drinkers in Malaysia as more people gain an appreciation of hand-crafted spirits and the mixability of Tequila. Hence, our upcoming marketing campaign will focus on Cuervo as a night-time party drink in both the off- and on-trade,” Kenneth added.

At the launch, invited guests and members of the media received an introduction and product training by the Mr. Rajiv Ghummam, Senior Commercial Manager, Jose Cuervo International South East Asia.

Products of José Cuervo includes José Cuervo Reposado, Especial Silver, Reserva de la Familia and its range of super premium 100% blue agave tequilas namely the 1800 Silver and 1800 Añejo. The José Cuervo flavours varies from its product from the sweet, subtle agave with a hint of oak and vanilla of the José Cuervo Especial Reposado versus the full, mellow taste of rich oak, toasted almonds, apple, vanilla and cinnamon of the José Cuervo Reserva de la Familia.

Also adding onto its unique characteristics, the José Cuervo is advised to consumed in one ice cold shot as the chilled temperature locks in the bold agave flavour (except the José Cuervo Reserva de la Familia that should not be kept in the freezer).



During the launch, fellow guests and media were also treated with ice cold margaritas served from slush machines, a mix of tequila drinks by expert bartenders, in-house DJ and fun Mexican games which created excitement amongst the attendees the evening.

About José Cuervo Tequila

José Cuervo's unique visual identity is both the town and the drink which are named after the Tequila volcano that lies there. The volcano provides the mineral-rich soil in which the indigenous blue agave plant grows for a minimum of seven years, soaked from below by the volcanic minerals and from above by the Mexican sun. It is an unbroken 250 year story of one family's passion, one community's endeavor, and unique natural environment combining to make the very best tequila; hence its tagline, "The Tequila from Tequila".

About 1800 Tequila

The 1800 Tequilas, named after its founded year in 1800 are a unique blend of 100% 80 year old agave plants which are only found in Tequila Town and aged in superior French and American oak wooden barrels by the Master Tequila Blender (known as 1800 Maestro Tequilero). In 1975, Mexico's upscale 1800 Reposado becomes the first super premium Tequila to be exported and in 2004, the 1800 Tequila creates the first-ever ultimate portfolio of three super premium tequilas: Silver, Reposado and Añejo. Today the 1800 Master Distiller and Tequila Blender only selects the very best oak woods that will compose the excellence and characteristic taste of the 1800 range.

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This media release has been prepared by Carlsberg Brewery Malaysia Berhad and is for immediate release. For further enquiries please contact:

Jen Lam	Marketing & Brand Manager, Luen Heng F&B Sdn Bhd	H/P: 012 395 0663 jen@luenheng.com
Jude Benjamin	Manager, Corporate Communications	D/L: 03 - 5522 6474 jude@carlsberg.com.my