

**FOR IMMEDIATE RELEASE**

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## Enjoy the brews in a can Innovating the drinking experience of a lager, blanc and cider

**Selangor, July 25, 2016** – Prefer a brew that is easier to pack, lighter to carry and faster to get chilled? You can now enjoy your favourite brews, Carlsberg Smooth Draught, Somersby Apple Cider and Kronenbourg 1664 Blanc in 320ml can at all major supermarkets, hypermarkets and convenience stores.

Carlsberg Malaysia is proud to innovate the drinking experience of its premium lager, wheat beer and cider variants by launching can packaging to complement the three brands that are currently bottled in big and/or small bottles. The brews are available in single can, 6-can and 24-can pack catering to different drinking occasions.

“Cans are all the rage now. We constantly make our brands more accessible, affordable while innovating the best possible serve to consumers. Cans are easier to handle, eco-friendly and the most convenient for consumption be in at home or while having a gathering outdoor!” Juliet Yap, Marketing Director of Carlsberg Malaysia commented.

### ***Carlsberg Smooth Draught***

Brewed longer for its signature smoothness with an easy finish, Carlsberg Smooth Draught is now available in 320 ml can, at 4.8% alcohol strength (ABV), in addition to the 580ml big bottle packaging. Building on the success of the newly launched brew in March 2016, the brand has now extended its availability in pack type by offering consumers the chance to enjoy the smooth sensation of a freshly tapped beer anytime, anywhere in both can and bottle packaging. The beautiful golden-hued beer sports a white and silver can with smooth contour lines in the background reinforcing the brew’s uniquely smooth taste. It is truly a beauty!

### ***Kronenbourg 1664 Blanc***

True to its ‘Taste the French Way of Life’ advertising campaign, Kronenbourg 1664 Blanc invites urbanites to sit back, relax and take time to savour what matters in life. Complementing its unique blue bottle packaging, the French premium wheat beer at 5% ABV, 320ml can is presented in a light blue hue colour reflecting its cloudy liquid with unique smooth-taste bursting with hints of citrus and coriander spice that embodies the elegance of France. The modern and elegant can design makes it perfectly adapted to all moments of conviviality.

### ***Somersby Apple Cider***

Consumers now have more reasons to celebrate *#ThatWeekendFeeling* with Somersby Apple Cider! The leading cider in Malaysia is now made available in 320ml can at 4.5% ABV. Captivating

the hearts of Malaysian cider consumers with its sweet, bubbly and naturally refreshing taste, its can design illustrates the iconic Somersby apple tree against a lime green background that accentuates the brand's natural ingredients. With its quirky and funky personality, Somersby Apple Cider cans will be the perfect crowd-pleaser with its refreshing, crisp natural taste that is also an ideal partner to uplift the weekend spirits!

Can't wait to crack open the first can of Carlsberg Smooth Draught, Somersby Apple Cider and Kronenbourg 1664 Blanc? The beautiful sleek cans are easy to spot in the sea cans! For more info, please visit our brands Facebook pages!

#### **About the Carlsberg brand**

Probably the best beer in the world, Carlsberg is the flagship brand in Carlsberg Malaysia, a truly international beer brand available across 140 countries worldwide. The very first Carlsberg beers were brewed by Carlsberg's founder J.C. Jacobsen in Copenhagen, Denmark in 1847 whilst the first locally brewed Carlsberg in Malaysia was in 1972.

Carlsberg, with strong association with football, has been a tournament sponsor of the UEFA EUROs since 1988, is the official Beer of the Barclays Premier League since 2013 and has partnerships with five major national teams including England.

#### **About Kronenbourg 1664**

Kronenbourg 1664 is a premium beer that was named after the year Jerome Hatt, the founder of Brasseries Kronenbourg, first started commercial brewing. Since the fifties, Brasseries Kronenbourg is France's leading beer company, with unique 350-year know-how and a famous portfolio of beer brands. In 2008, Brasseries Kronenbourg became 100% part of the Carlsberg Group. Today, Kronenbourg 1664 is the best-selling French premium beer and is sold in more than 68 countries.

#### **About Somersby Cider**

Somersby, the fastest growing cider in Malaysia, is a refreshing alcoholic drink made from fermented fruit juices and natural fruit flavouring. Best served over ice, with 4.5% alcohol, Somersby Cider 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 is available in Apple and Pear flavours.

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Incorporated in 1969, Carlsberg Brewery Malaysia Berhad (Carlsberg Malaysia Group) is listed on the Main Board of the Bursa Malaysia Securities Berhad. It is part of the Carlsberg Group and has investments in Malaysia, Singapore and Sri Lanka plus a regional reach via exports to markets such as Thailand, Taiwan, Hong Kong. Our flagship brand – Carlsberg – is one of the best-known beer brands in the world whilst Kronenbourg 1664, Somersby, Asahi Super Dry are among the key premium brands in Malaysia. We offer direct employment to over 600 people in Malaysia and Singapore and are committed to growing our business sustainably as well as promoting our products responsibly.

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