

FOR IMMEDIATE RELEASE

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‘PAUSE FOR A BLUE CHRISTMAS’ WITH KRONENBOURG 1664 BLANC!

Kronenbourg 1664 Blanc invites you to take a break from your hectic routines to enjoy the festivities with your loved ones

Kuala Lumpur, 8th December 2017 – December is here and the first thing that comes to mind is Christmas, the most wonderful time of the year! Kronenbourg 1664 Blanc, the modern, fruity and refreshing wheat beer, is turning the year-end celebrations up a notch the French way by launching its ‘Pause for a Blue Christmas’ campaign, encouraging Malaysians to hit the pause button and enjoy every little yet precious moments this festive season.

The launch event held at Nicsmann 1940s by Lewré on the Park in Starling Mall brought together 350 media and guests for a Blue Christmas celebration, iconic to Kronenbourg 1664 Blanc’s blue facade. At the event, a magnificent blue Christmas tree made entirely out of Kronenbourg 1664 Blanc blue bottles came to life in all its glory via a ‘Christmas Tree Lighting Ceremony’ officiated by Lars Lehmann, Managing Director of Carlsberg Malaysia.

“In July this year, we launched ‘Pause for Le Moment’, a memorable and successful campaign which allowed our consumers to appreciate all the little quality moments life has to offer just like the French do. This time around, for Christmas, we wanted to advocate the same message but in a festive manner to create an equally memorable brand experience that is highly own able and distinctive to Kronenbourg 1664 Blanc” Lehmann said. He adds, “Kronenbourg 1664 Blanc advocates making deliberate choices about what we want from life and how we want to spend our time spreading the Christmas cheer and relishing this festive season with our loved ones.”

Emulating ‘Christmas à la française’ where the festive season stretches out over weeks, ‘Pause for a Blue Christmas’ will see different initiatives rolled out early in the month of December

right up to Christmas day itself. Among exciting and engaging activities lined up during the campaign month includes a once-in-a-lifetime chance of being in a giant roving snow globe. Set to visit selected bars and restaurants, this unique opportunity will allow fans to experience the holiday fun in a 'magical wonderland' with Christmas icons, including a Blue Santa and Santarinas. Fans will be able to capture their picturesque moments during these visits as well as enjoy exclusive Christmas promotions at these outlets throughout December 2017. *(Refer to Appendix 1 for the schedule)*

On December 22, 'Pause for a Blue Christmas' party, anticipated to be the Christmas party of the year, will take place at Tom, Dick and Harry's @ Oasis, Ara Damansara. Opened to public, the party allows fans of Kronenbourg 1664 Blanc to be fully immersed in the spirit of Christmas through the concept of a 'Blue Christmas Town', complete with a majestic 18-foot-tall Christmas tree made entirely out of 1,700 Kronenbourg 1664 Blanc blue bottles, jazz performances and carollers singing Christmas tunes joyously among others.

A 12-day 'Pause for a Blue Christmas' social countdown challenge series will also be running on Kronenbourg 1664 Blanc's Facebook page leading up to the big party. Consumers who participate will be eligible to win food and drink coupons redeemable during the 'Pause for a Blue Christmas' party. On top of that, all through December, an exclusive 4-bottle Christmas Gift-pack will be available at leading supermarkets and hypermarkets to make for the perfect gifts to friends and family.

More information and updates on 'Pause for a Blue Christmas' campaign can be found at www.facebook.com/KronenbourgMY.

About Kronenbourg 1664 Blanc

Kronenbourg 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, Kronenbourg 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.

For further enquiries, please contact:

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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 Kronenbourg 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.

APPENDIX 1 – KRONENBOURG 1664 BLANC ‘PAUSE FOR A BLUE CHRISTMAS’ ROVING SNOW GLOBE SCHEDULE

No.	Outlet Name	Address	Date	Time
1	History Café & Bistro	NO.1&2, BLOCK 1, SETIA AVENUE, JLN SETIA PRIMA(S) U13/S, SETIA ALAM SEKSYEN U13, 40170 SHAH ALAM	9 December 2017	8pm – 12am
2	Chateau de C.A.F.F.E.I.N.E.E.S	NO.16, JALAN KAMPUNG PANDAN, 55100 KUALA LUMPUR	11 December 2017	7pm – 11pm
3	The Turf Restaurant & Bar	18, JLN KASUARINA 12/KS7, BANDAR BOTANIC CAPITAL, KLANG 41200 SELANGOR	13 December 2017	8pm – 12am
4	Tap It Out	50480, K-1-5, JALAN SOLARIS 2, SOLARIS MONT KIARA, 50480 KUALA LUMPUR	16 December 2017	8pm – 12am
5	Tavern 13	LOT 1A , JALAN KEMAJUAN , SECTION 1, PETALING JAYA 46200	19 December 2017	8pm – 12am
6	Espressoul	SUNWAY VELOCITY, CHERAS, JALAN CHERAS, MALURI, 55100 KUALA LUMPUR	20 December 2017	8pm – 12am
7	Tom, Dick & Harry's	R-13A, JALAN PJU 1A/7A, CENTRAL PIAZZA OASIS, ARA DAMANSARA, JALAN PJU 1A/7, TAIPAN 2 DAMANSARA, 47600 PETALING JAYA	22 December 2017	7pm - 12am

- For more information on Kronenbourg 1664 Blanc's Roving Snow Globe locations, kindly visit <http://www.facebook.com/KronenbourgMY>

供即刻发布



“暂停脚步。同庆蓝色圣诞”，一起举杯畅饮 KRONENBOURG 1664 BLANC !

Kronenbourg 1664 Blanc 邀请你一同收拾忙碌的心情，与亲朋好友一起欢度美好节庆。

(吉隆坡 8 日讯) 十二月份的来临，大家脑海首先浮现的，就是圣诞节庆祝活动，一年当中最美好的时光！充满清新果香的 Kronenbourg 1664 Blanc 小麦啤酒，通过“暂停脚步。同庆蓝色圣诞”活动，把法式风味融入了这个年终节庆，以鼓励大马人暂停繁忙的脚步，享受这个节日每一分一秒的欢愉和美好时光。

这项活动将在 Starling 购物中心的 Nicsmann 1940s by Lewré 掀开帷幕，届时约有 350 位媒体和嘉宾受邀出席，一同欢庆就如 Kronenbourg 1664 Blanc 的标志性蓝色品牌的蓝色圣诞节。马来西亚 Carlsberg 董事经理雷盟将为一棵由 Kronenbourg 1664 Blanc 蔚蓝色酒瓶堆砌而成的蓝色圣诞树，主持“圣诞树亮灯仪式”。

雷盟说：“今年 7 月，我们推出了“暂停片刻”(Pause for Le Moment)活动。这项令人难忘的活动，成功让我们的消费者能够像法国人一样，细细品味生活中每一个优质时刻。同样的，在圣诞节，我们想以庆祝节日的方式来带出相同的信息，创造令人难忘的品牌体验，而这种体验正符合 Kronenbourg 1664 Blanc 本身就蕴藏着的独特法式优雅和品位。”他补充说：“Kronenbourg 1664 Blanc 倡导人们回顾自己对生活中所追求的美好事物，与家人和朋友共度欢乐佳节以及一起散播圣诞节喜悦气息。”

复制“法式圣诞节”的一系列“暂停脚步。同庆蓝色圣诞”活动，将在未来数个星期，由 12 月初直到圣诞节期间陆续举行。其中一项令人振奋，且十分吸引，甚至终身难得有机会可以参与的活动，就是巡回巨型雪景球。粉丝们也可以光顾指定酒吧和餐厅，进入这个巨型雪景球，亲身体验这个布满圣诞标志、蓝色圣诞老人和圣诞女郎的梦幻世界。届时，在场的粉丝们不仅能捕捉充满欢愉气氛的蓝色圣诞景色，也能在有关地点享受圣诞独家促销活动。(请参阅附录 1)

在 12 月 22 日，“暂停脚步。同庆蓝色圣诞”派对，将在 Ara Damansara 的 Tom, Dick and Harry's @ Oasis 盛大举行。该派对公开予大众参与，活动宗旨是让所有前来派对的消费者，都能透过“蓝色圣诞小镇”这个主题，完全融入及感受圣诞节的欢乐氛围。现场也会摆设以 1700 多瓶 Kronenbourg 1664 Blanc 蔚蓝色酒瓶砌组而成的 18 英尺高圣诞树，而爵士乐队以及合唱团也会传唱令人陶醉的圣诞歌曲，让现场弥漫着喜乐气息。

Kronenbourg 1664 Blanc 也将由即日起直到派对前，连续十二天在其官方脸书推出“暂停脚步。同庆蓝色圣诞”的倒数挑战活动。凡参加此挑战活动的消费者，将有机会赢取可在派对上使用的饮食餐券。除此之外，在 12 月份，消费者也可在各大超市购买 4 瓶装的 Kronenbourg 1664 Blanc 圣诞礼包，作为礼物献给家人或朋友。

欲知更多有关“暂停脚步。同庆蓝色圣诞”的活动资讯及最新消息，请到我们的脸书专页 www.facebook.com/KronenbourgMY 按“赞”

关于 Kronenbourg 1664 Blanc

Kronenbourg 1664 Blanc 是一个现代并富清爽果香的小麦啤酒。除了独特的口味和外观，它更具有无以伦比的甜美清爽风味，这皆是因在酿造中采用柑橘和香菜香料秘方所赐。这款法国优质小麦啤酒充分利用其独特风味和设计，体现了法国式的优雅和品味。

Kronenbourg 1664 Blanc 于 2011 年在马来西亚面市。这个具有标志性浅蓝色调瓶子的啤酒，让饮家们尝到了别具一格的芳香佳酿，也从中感受惬意悠闲的法式生活。

有任何疑问请联络：

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成立于 1969 年并在大马交易所上市，大马 Carlsberg 为 Carlsberg 集团区域投资的部分，旗下包括新加坡及斯里兰卡。我们的主打品牌 Carlsberg 是最为为人知的啤酒品牌之一，Kronenbourg 1664 Blanc、Somersby、Asahi Super Dry、Connor's Stout Porter 则是本地其他优质品牌。公司员工约 600 人，以负责任态度销售产品并维持业务永续发展。

更多详情，请浏览 www.carlsbergmalaysia.com.my

附录 1 – KRONENBOURG 1664 BLANC “暂停脚步。同庆蓝色圣诞”
巡回巨型雪景球时间表

No.	酒吧/餐厅	地址	日期	时间
1	History Café & Bistro	NO.1&2, BLOCK 1, SETIA AVENUE, JLN SETIA PRIMA(S) U13/S, SETIA ALAM SEKSYEN U13, 40170 SHAH ALAM	2017 年 12 月 9 日	8pm - 12am
2	Chateau de C.A.F.F.E.I.N.E.E.S	NO.16, JALAN KAMPUNG PANDAN, 55100 KUALA LUMPUR	2017 年 12 月 11 日	7pm - 11pm
3	The Turf Restaurant & Bar	18, JLN KASUARINA 12/KS7, BANDAR BOTANIC CAPITAL, KLANG 41200 SELANGOR	2017 年 12 月 13 日	8pm - 12am
4	Tap It Out	50480, K-1-5, JALAN SOLARIS 2, SOLARIS MONT KIARA, 50480 KUALA LUMPUR	2017 年 12 月 16 日	8pm - 12am
5	Tavern 13	LOT 1A , JALAN KEMAJUAN , SECTION 1, PETALING JAYA 46200	2017 年 12 月 19 日	8pm - 12am
6	Espressoul	SUNWAY VELOCITY, CHERAS, JALAN CHERAS, MALURI, 55100 KUALA LUMPUR	2017 年 12 月 20 日	8pm - 12am
7	Tom, Dick & Harry's	R-13A, JALAN PJU 1A/7A, CENTRAL PIAZZA OASIS, ARA DAMANSARA, JALAN PJU 1A/7, TAIPAN 2 DAMANSARA, 47600 PETALING JAYA	2017 年 12 月 22 日	7pm - 12am

* 欲知有关“暂停脚步。同庆蓝色圣诞”巡回巨型雪景球时间表的最新消息，请登陆我们的脸书专页 www.facebook.com/KronenbourgMY