

Say “Bonjour, 1664 Rosé!” to 1664’s Newest Wheat Beer

Carlsberg Malaysia introduces 1664 Rosé, a French premium wheat beer with a hint of raspberry in a tantalizing delicious pink-amber brew

SHAH ALAM, 17 November 2021 – Fancy experiencing good taste that is uniquely French? Malaysian drinkers seeking a refreshing brew with a unique twist can now say ‘Bonjour!’, or ‘Hello!’ in French, to 1664 Rosé!

1664 Rosé is a premium wheat beer with a hint of raspberry and the newest addition to Carlsberg Malaysia’s wheat beer line-up since the introduction of its best-selling 1664 Blanc in 2011. 1664 Rosé gets its name from its delicately hazy, pink-amber brew as well as its light and refreshing taste with aromatic undertones of fruity raspberry, which is definitely a twist on conventional brews with its unique and distinctive taste profile.

Malaysia is the second country in Asia to introduce this variant, giving consumers a refreshing addition to wine and lagers on a social night-out or in the comfort of their homes.

Caroline Moreau, Marketing Director of Carlsberg Malaysia commented, “Our 1664 Blanc is the best-selling wheat beer in Malaysia, and now we are excited to share more good taste through the introduction of 1664 Rosé, giving our consumers more choices among wheat beers on the market.”

“We are doubly proud that Malaysia has been selected as the second Asian market after China to welcome this new variant with cheers of ‘Bonjour, 1664 Rosé!’ With its light, refreshing taste and well-balanced flavour, 1664 Rosé caters to a wide range of drinkers seeking more variety and we’re excited to launch this brew just in time for the year-end festive season,” added Moreau.

To introduce 1664 Rosé, Carlsberg Malaysia is offering consumer promotions and an exciting augmented reality experience and contest throughout the launch period.

From 15 November, consumers can take a virtual trip to France – the home of 1664 Rosé – through an immersive augmented reality brew experience simply by tapping on a link or scanning a QR code on 1664’s social media pages on Instagram and Facebook.

After enjoying the virtual introduction and interactive tasting experience of 1664’s newest brew, users can purchase the product directly from e-commerce partners at an introductory price.

The virtual experience also comes with a special photo filter for users to attempt their best 1664 Rosé selfie, share it through social media, and stand to win a grand prize trip for two to



Paris which includes a complimentary stay in a Parisian hotel, in addition to 60 weekly prizes of 1664 Rosé samples to share good taste during this festive season.

Consumers can also enjoy numerous promotions from now until 31 December, with introductory prices at selected supermarkets, hypermarkets, convenience stores, and e-commerce sites.

At selected bars, restaurants and bistros, any purchase of five bottles, three full pints or 6 half pints of 1664 Blanc will entitle consumers to one free bottle of 1664 Rosé during the campaign period.

1664 Rosé comes in 320ml cans and 325ml bottles and is now available nationwide. Follow @1664BlancMY on Facebook and Instagram or <https://1664rose.com/> for more information.

Remember to always #CelebrateResponsibly – if you drink, don't drive!

For further enquiries, please contact:

Joyce Lee, Marketing Manager

HP: 012-373 7052

joyce.lee@carlsberg.asia

Wong Ee Lin, Corporate Affairs Assistant Manager

HP: 014-716 9870

eelin.wong@carlsberg.asia

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 Thailand, Taiwan, Hong Kong and Laos.

Our international portfolio of brands features Probably the Best Beer In The World – Carlsberg Danish Pilsner, Carlsberg Smooth Draught and Carlsberg Special Brew. This Carlsberg trio is complemented by international premium brews including France's premium wheat beer 1664 Blanc, Japan's No.1 premium beer Asahi Super Dry, European cider Somersby, British-inspired Connor's Stout Porter draught, US award-winning craft beer Brooklyn Brewery as well as Corona Extra, the imported premium Mexican beer brand. 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

向 1664 最新小麦啤酒 1664 Rosé 说声 Bonjour !

马来西亚 Carlsberg 集团推出 1664 桃红啤酒，一款带有覆盆子口味的法式优质小麦啤酒，以诱人的粉红琥珀色美味呈现

(莎亚南 17 日讯) 想体验独特的法式美好品味？寻求独特且清新啤酒的大马饮者，如今能以法语向 1664 桃红啤酒（1664 Rosé）说声 Bonjour（你好）！

带有一丝覆盆子口味的 1664 桃红啤酒是一款优质小麦啤酒，也是马来西亚 Carlsberg 集团自 2011 年推出其最畅销 1664 白啤（1664 Blanc）以来，被引进该酒商小麦啤酒系列的最新产品。1664 桃红啤酒的名字取自其细腻朦胧的粉红琥珀色酿造，以及清淡清新且带有覆盆子的果香口味，拥有独特、与众不同口味的它为传统啤酒带来了一些新奇。

马来西亚是亚洲第二个推出这口味的国家，让消费者无论在外欢聚，或在家里闲着，在葡萄酒和拉格啤酒当中多了个清新的选择。

马来西亚 Carlsberg 集团市场总监柯诺琳（Caroline Moreau）表示：“1664 白啤是大马最畅销小麦啤酒，而如今能以 1664 桃红啤酒的推出共享更多美好品味，我们对此感到兴奋，也让我们的消费者在市场上有更多小麦啤酒的选择。”

柯诺琳补充：“马来西亚被选为继中国后亚洲第二个市场向 1664 桃红啤酒说声 bonjour 迎接这款新口味，我们对此倍感自豪。口感清淡清新、口味均衡的 1664 桃红啤酒足以迎合寻求多元化选择的广泛饮者，而我们很高兴能在年终佳节来临之际，及时推出这款口味。”

配合 1664 桃红啤酒的推出，马来西亚 Carlsberg 集团除了展开促销，也将为消费者带来精彩的增强现实（AR）体验，以及有奖竞赛。

从 11 月 15 日起，消费者只需点击链接，或在 1664 的 Instagram 及脸书专页扫描二维码，即可透过身临其境的 AR 酿酒体验来一趟法国虚拟之旅，探索 1664 桃红啤酒的原产国。

在享受虚拟介绍与互动性的品酒体验后，用户可直接通过网购平台以优惠价格购买其产品。

该虚拟体验也有特制的滤镜，让用户与 1664 桃红啤酒拍出最佳自拍，把照片上传到社交平台，并享有机会赢取一份双人巴黎之旅的大奖，还有得免费入住一家巴黎风酒店，或赢取每周送出的 60 份 1664 桃红啤酒样品，让您在这佳节共享美好品味。

消费者也可从即日起至 12 月 31 日享有各种促销，并在指定超级市场、霸级市场、便利店及网购平台享有优惠价格。

在指定酒吧、餐厅及小酒馆购买任何 5 瓶、3 大杯，或 6 小杯 1664 白啤的消费者，可在促销期间获取一瓶免费 1664 桃红啤酒。



以 320 毫升罐装及 325 毫升瓶装出售的 1664 桃红啤酒现已在全国上架。更多详情，欢迎在脸书及 Instagram 跟随 @1664BlancMY，或浏览 <https://1664rose.com/>。

记得#理性饮酒，酒后不开车！

更多咨询，请联络：

市场经理 **Joyce Lee**

手机联络：012-373 7052

joyce.lee@carlsberg.asia

企业事务副经理 **黄玉玲 Wong Ee Lin**

手机联络：014-716 9870

eeelin.wong@carlsberg.asia

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 Thailand, Taiwan, Hong Kong and Laos.

Our international portfolio of brands features Probably the Best Beer In The World – Carlsberg Danish Pilsner, Carlsberg Smooth Draught and Carlsberg Special Brew. This Carlsberg trio is complemented by international premium brews including France's premium wheat beer 1664 Blanc, Japan's No.1 premium beer Asahi Super Dry, European cider Somersby, British-inspired Connor's Stout Porter draught, US award-winning craft beer Brooklyn Brewery as well as Corona Extra, the imported premium Mexican beer brand. 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