

**PRESS
RELEASE**



UNMASKS THE TASTE OF FRENCH SUMMER WITH KRONENBOURG 1664 BLANC

Kuala Lumpur, 14 July 2012 – In conjunction with the annual Bastille Day celebrations, Kronenbourg 1664 Blanc presents 'Unmask the taste of French Summer' through a month long series that animates the true essence of French culture.

In commemorating France's National Day, Kronenbourg 1664 Blanc has designed a quintessential French impression where guests will find themselves feeling transported to another time and another culture at selected bars and restaurants all over Malaysia.

Commenting at the kick-off party, Soren Ravn, Managing Director of Carlsberg Malaysia said, "The reason why we chose Kronenbourg 1664 Blanc to front this engagement is because it presents the perfect taste notes for the French summer. Fruity, refreshing and aromatic, Kronenbourg 1664 Blanc embodies the charming and vivacious pleasures during the French summers turning every occasion into moments of conviviality that unite good humour with good food and good company."

Kronenbourg 1664 Blanc has been distinguished for both its unique flavour and inimitable style. This refreshing fruity wheat beer with coriander and citrus was created by French masters encouraged by the best medieval traditions of brewing.

"The month-long festivities themed 'Unmask the Taste of French Summer' presents a chance for consumers to get intimate with Kronenbourg 1664 Blanc by introducing them to its unique ingredients and taste profile," added Ravn further.

Served cloudy in an iconic blue contemporary bottle, Kronenbourg 1664 Blanc clearly distinguishes itself from other beers promising nothing less than a refreshing premium beer that brings out traces of coriander and citrus fruits, making it perfect for warm summer days.

The launch was fashioned to immerse guests in a delightful journey into the French summer right from the time they are greeted at the door. Presented with a masquerade mask upon arrival, guests were immediately transported to the indulging and delightful culture so strongly associated with the land of sensual pleasures.



Creating a charming atmosphere where laidback compositions filled the room; there was an immediate sense of subtle French cues. Delicious canapés made its way around the private event while an art jamming session involved Kronenbourg 1664 Blanc fans in designing a four piece collage.

The stimulating set-up and décor aims to recreate the sentimentalities of picnics by the river Seine, walking hand in hand along the Champs Elysees or relaxing at a side walk cafe with an ice cold beer.

The evening, filled with style and panache brought to life the intricacies of the French culture through Kronenbourg 1664 Blanc's distinctive brand essence. This will continue to elevate consumers' experiences throughout the month of July 2012 and allow them a chance to revel in the simple pleasures of life.

For more information on Kronenbourg 1664 Blanc, please visit www.facebook.com/KronenbourgMY

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