

FOR IMMEDIATE RELEASE

Press Statement 41/2017  
22 December 2017  
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## KRONENBOURG 1664 BLANC'S BLUE CHRISTMAS EXTRAVAGANCE

**Consumers and fans mesmerised by Kronenbourg 1664 Blanc's magical Blue Christmas Town.**

**Kuala Lumpur, 22nd December 2017** – With just few days away from Christmas, Kronenbourg 1664 Blanc amped up the festive spirit by hosting an iconic 'Pause for a Blue Christmas' party, marking the first Blue Christmas celebrations in such an eventful scale. The celebrations allowed fans to be fully immersed in the spirit of Christmas through the concept of a 'Blue Christmas Town', inspired by the enchanting and magical moments in Parisian streets during the year-end holidays and made complete with a French Marchés de Noël (Christmas market). More importantly, the party encouraged consumers to pause from their hectic life schedule and just enjoy the precious moments in conjunction to this festive season.

French Marchés de Noël are usually located in the main square or street of a town, and Kronenbourg 1664 Blanc kept the traditions going through a party hosted on the grounds of Oasis Square's Tom, Dick and Harry's @ Ara Damansara.

Partygoers and fans came together to enjoy the celebrations of the season in a Kronenbourg 1664 Blanc Christmas 'town' illuminated in blue. As they entered the 'town', five different areas were highlighted, namely **Marchés de Noël**, where carts were seen selling Christmas delights as well as arts and craft to buy as gifts; **Boule à neige**, where the giant roving snow globe was stationed, docking for the last time after a thorough visit around the Klang Valley throughout the campaign period and **Boulevard de Photo**, where a special freeze camera was placed for guests to capture their Blue Christmas moments in every angle. For most however, **Le Kronenbourg Bar** and **Le Sapin de Noël** sealed the deal, being the area of choice as guests enjoyed a chilled bottle of Kronenbourg 1664 Blanc through the night. Standing majestically at 18 feet tall, the **Kronenbourg 1664 Blanc Christmas tree**



made entirely out of more than 1,700 blue bottles stole the limelight as consumers and families capture their picture perfect moments to commemorate the occasion.

Premium Brands Marketing Manager of Carlsberg Malaysia, Ms. Eileen Teh said “We wanted to give our fans a joyous and memorable Christmas and the only way to do so was to bring them a completely new and celebrative atmosphere via a Blue Christmas ‘Town’. Throughout ‘Pause for a Blue Christmas’ campaign, we aim to create the perfect opportunity for fans to take a moment to pause and enjoy the festivities with friends and family.”

To embrace the full Christmas experience, a specially curated Christmas menu to be paired with Kronenbourg 1664 Blanc was made available from Tom, Dick & Harry’s on the night. Rich sounds of Christmas were heard, filling in the celebrations by jazz performers, Christmas dancers and an acapella group. Lucky guests were also in for a treat as a Blue Santa and his elves treated guests to lucky dips.

The party officially marked the end of Kronenbourg 1664 Blanc’s ‘Pause for a Blue Christmas’ campaign, a campaign that has been running through the month of December leading up to Christmas.

For more information and updates on Kronenbourg 1664 Blanc’s upcoming campaign or events head over to [www.facebook.com/KronenbourgMY](http://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:**

<b>Thrish Thavabalan</b> PR Manager, Leo Burnett / Arc Worldwide Malaysia	D/L: 03 – 2024 7592	<a href="mailto:thrishanthee.thavabalan@my.arcww.com">thrishanthee.thavabalan@my.arcww.com</a>
<b>Eileen Teh</b> Marketing Manager, Premium Brands	D/L: 03 – 5522 6340	<a href="mailto:eileen.yn.teh@carlsberg.asia">eileen.yn.teh@carlsberg.asia</a>
<b>May Ng</b> Senior Executive, Corporate Communications & CSR	D/L: 03 – 5522 6404	<a href="mailto:may.yk.ng@carlsberg.asia">may.yk.ng@carlsberg.asia</a>

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](http://www.carlsbergmalaysia.com.my).



## KRONENBOURG 1664 BLANC 蓝色圣诞盛会

### 消费者与粉丝们齐沉浸于 Kronenbourg 1664 Blanc 蓝色圣诞小镇派对

吉隆坡 22 日讯 – 再过几天就是圣诞节了，Kronenbourg 1664 Blanc 以‘暂停脚步。同庆蓝色圣诞’这个空前大派对，为这个佳节注入更多欢乐气氛。这项以‘蓝色圣诞小镇’为主题的盛大欢庆会，取材自法国年终的梦幻般街景及圣诞市集（French Marchés de Noël），藉此鼓励消费者暂停繁忙的脚步，享受这个节日每一份每一秒欢愉和美好时光。

Kronenbourg 1664 Blanc 把通常设在法国市镇主要广场或街道上的传统圣诞市集，依样搬到了阿拉白沙罗（Ara Damansara）Oasis Square 的 Tom, Dick and Harry's。这个蓝色圣诞小镇欢庆盛会吸引了社交聚会常客与粉丝们热烈参与。踏入‘小镇’，就可游走五个小分区，分别是设有圣诞购物摊位的圣诞市集，售卖着各类风味小食、手工艺品等伴手礼；在活动期间巡回巴士谷的巨型雪景球（Boule à neige），亦在 Tom, Dick & Harry's 作最后的展出。而街头美照（Boulevard de Photo）区则设置了排列成一排的相机，让来宾们可以从各个角度把他们的蓝色圣诞欢乐时光定格。此外，Kronenbourg 酒吧区（Le Kronenbourg Bar）以及由 1700 个 Kronenbourg 1664 Blanc 蓝色瓶子堆砌而成，18 英尺高的一棵巍巍圣诞树（Le Sapin de Noël）旁，就是来宾们歇歇脚来瓶冰爽的 Kronenbourg 1664 Blanc 的一隅，亦是现场拍照打卡的焦点。

马来西亚 Carlsberg 集团高级品牌市场经理郑燕妮说：“我们取材蓝色圣诞小镇的主题，即是要为粉丝们营造一个无以伦比，洋溢着欢乐，令他们难忘的佳节。而我们办‘暂停脚步。同庆蓝色圣诞’活动的目的，就是为了让粉丝们有机会暂停忙碌的脚步，借机与家人和朋友一起欢度佳节。”



Tom, Dick & Harry's 也趁此推出了特别设计的圣诞菜单，完美搭配 Kronenbourg 1664 Blanc 的同时，结合现场爵士乐队、圣诞派对舞者以及合唱团不断传唱的美妙圣诞歌曲，令当晚的圣诞气氛更浓郁。而蓝色圣诞老人和他的精灵朋友也在现场穿游派幸运奖，让来宾们喜出望外。

随着这场派对拉下帷幕，这也意味着 Kronenbourg 1664 Blanc 十二月份的‘暂停脚步。同庆蓝色圣诞’活动完美收官。

欲知更多有关 Kronenbourg 1664 Blanc 的活动资讯及最新消息，请到我们的脸书专页 [www.facebook.com/KronenbourgMY](http://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：**

<b>Thrish Thavabalan</b> 公关经理	D/L: 03 - 2024 7592	<a href="mailto:thrishanthee.thavabalan@my.arcww.com">thrishanthee.thavabalan@my.arcww.com</a>
<b>Eileen Teh 郑燕妮</b> 高级品牌市场经理	D/L: 03 - 5522 6340	<a href="mailto:eileen.yn.teh@carlsberg.asia">eileen.yn.teh@carlsberg.asia</a>
<b>May Ng 黄奕勤</b> 企业传媒与社会责任高级行政	D/L: 03 - 5522 6404	<a href="mailto:may.yk.ng@carlsberg.asia">may.yk.ng@carlsberg.asia</a>

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](http://www.carlsbergmalaysia.com.my)