

FOR IMMEDIATE RELEASE

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Transform Ordinary Moments into Extraordinary Experiences with 1664. *Bon Appétit-lah!*

Enjoy an elevated occasion of #GoodTasteWithATwist as 1664 brings you an ensemble of food, music, creative expressions and drinks

KUALA LUMPUR, 1 June 2023 – France’s No.1 premium wheat beer, 1664 has returned with its third edition of *Bon Appétit-lah* to turn ordinary moments into extraordinary ones by sharing good taste with a twist at one of KL’s most well-recognised rustic hotspot – Sentul Depot. Expanding on its past success, this instalment of *Bon Appétit-lah* transcends consumers from delicious dining offerings to an illustrious occasion filled with elevated experiences.

Staying true to the French spirit of *joie de vivre* (joy of living), 1664 seeks to emulate the French appreciation of good food and drinks, bringing good taste to every shared occasion. The *Bon Appétit-lah* campaign this year invites 1664 consumers to experience the extraordinary in simple everyday pleasures at its chic and trendy pop-up 1664 lounge in KL from 2nd to 17th June.

Transforming Sentul Depot’s iconic rustic look into a newly captivating space, 1664 has redesigned Warehouse 3’s raw interior into a modern bistro decked in shades of 1664’s iconic blue. Upon entering, the famed blue bulldog ‘Frenchie’ greets guests who can then chill-out at the contemporary dining hall decked with a miniature Eiffel Tower, perch around the beautiful 1664 bar & deli area or hang out at the cosy Blue Lounge clad in stylish armchairs that they can sink into; all while enjoying epicurean delights with a twist and the exquisite flavours of 1664 Blanc and 1664 Rosé.

“1664’s continuous journey to captivate consumers with the simple pleasures of life has allowed us to turn the ordinary into extraordinary experiences for everyone. From our recent charming Parisian inspired street – *Rue 1664* to the curated 1664 Valentine’s Day celebration at Dadi Cinema, Pavilion Bukit Bintang KL, we hope to continue giving beer enthusiasts elevated shared moments that they can cherish for years to come,” commented Olga Pulyaeva, Carlsberg Malaysia’s Marketing Director.

“With this in mind, 1664 welcomes everyone to truly savour an amazing dining affair complemented with an unparalleled drinking experience where beer lovers can immerse themselves and indulge in #GoodTasteWithATwist. *Bon Appétit-lah!*” she added.

Promising an unforgettable memoir enjoyed with friends, family, loved ones and furry companions over the two-and-a-half weeks of June, 1664’s *Bon Appétit-lah* will be treating guests to a complimentary welcome drink of either 1664 Blanc or 1664 Rosé upon arrival. Visitors will then be able to relish in a spread of gourmet bites concocted by food virtuosos NoLabel Cuisine, Waka Waka Gelato, The Bao Guys and Flaaah The Bakery.

Also on the menu are special creative spaces where beer lovers will be able to repurpose 1664’s iconic blue bottle into an art piece, make their mark on the graffiti wall and to preserve the extraordinary

experience, get the perfect digital caricature of themselves at the *Portrait with a Twist* on selected days. Alternatively, visitors can just sit back, take in the atmosphere, and enjoy the rhythmic tunes by guest headliners Juztin Lan, Gaston Pong and Babychair during the Blue Hour on Saturdays.

There will even be a specialty store where guests can score some cool merchandise from stylish streetwear brand NerdUnit, shades designer Kazoku, timepiece maker iROAS and wellness wizard Gote, alongside limited-edition 1664 goodies such as 1664 stem glasses and the exclusive artist edition trolley luggage.

Pet parents will also be excited to know that they will be able to bring their furry friends along to 1664's first ever pet-friendly pawty happening on the weekends, from 11:00am to 2:00pm. Filled with pawsome activities for both pups and cats, animal lovers and their four-legged companions will be in for a purring, tail wagging good time.

Every day promises unique experiences where consumers can turn ordinary evenings into extraordinary ones. Open to pre-registered guests and walk-ins daily from 5:00pm to 10:00pm on Monday to Friday and from 11:00am to 10:00pm on weekends, 1664's *Bon Appétit-lah* will be a one-of-a-kind experience.

To find out more about what's in store, be sure to like and follow @1664BlancMY on Facebook and Instagram or visit <https://1664malaysia.com/event> for more details. All activities are open to non-Muslims aged 21 and above. When purchasing and enjoying 1664, remember to always **#CELEBRATERESPONSIBLY** – if you drink, don't drive!

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1664 BLANC

About Carlsberg Malaysia

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 Hong Kong, Taiwan, Laos, Cambodia, and Thailand.

Our international portfolio of brands features Probably The Best Beer in The World – Carlsberg Danish Pilsner, Carlsberg Smooth Draught and Carlsberg Special Brew as well as Carlsberg Alcohol Free Pilsner. This Carlsberg trio is complemented by international premium brews including France's premium wheat beer 1664 Blanc, 1664 Rosé, Japan's No.1 premium beer Asahi Super Dry, European cider Somersby, British-inspired Connor's Stout Porter draught, and US award-winning craft beer Brooklyn Brewery as well as Tuborg Strong. Our local brands include SKOL, Royal Stout 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.

供即时发布

新闻稿 17/2023

2023 年 6 月 1 日

Bon Appétit-lah! 与 1664 呈现沉浸式非凡体验

享受#GoodTasteWithATwist 盛会，1664 为你带来美食，啤酒，音乐及创意乐趣

(吉隆坡 2023 年 6 月 1 日) 法国第一优质小麦啤酒 1664 带着第三届 *Bon Appétit-lah* 活动回归，通过在吉隆坡最著名之一的质朴地点—Sentul Depot 分享 Good Taste with a Twist (玩味新法式)，将平凡时刻变成非凡体验。该品牌继续扩展过去所取得的成功，而此次的 *Bon Appétit-lah* 活动将为消费者带来从各种美味佳肴到充满别致体验的盛事。

秉持法国人 “joie de vivre” 生活之乐的精神，1664 欲体现出法国人对美食和饮料的欣赏，为每个场合献上美好品味。今年的 *Bon Appétit-lah* 活动邀请了 1664 消费者从 6 月 2 日至 17 日前来吉隆坡别致时尚的 1664 快闪厅，将体验简单日常的乐趣变得非凡。

1664 将 Sentul Depot 标志性的质朴风格转变为崭新的耀眼空间，将 3 号仓库 (Warehouse 3) 的原本内饰重新设计成现代酒馆，并以 1664 标志性的蓝色装饰。一踏入这里，就有名为 “Frenchie” 的蓝色斗牛犬欢迎到访者。到访者可在设有微型巴黎铁塔的现代餐厅放松，在优美的 1664 酒吧和美食区休息，或在舒适的 Blue Lounge 闲逛，那里配有时尚休闲座位，可以让他们沉入其中；同时享受 1664 Blanc 和 1664 Rosé 带来的美味佳肴享有口福。

马来西亚 Carlsberg 集团市场总监奥尔加 (Olga Pulyaeva) 说，“1664 不断以简单的生活乐趣分享给消费者，这使我们能够为每一个人将平凡变成沉浸式非凡体验。从最近在吉隆坡武吉免登柏威年广场 (Pavilion Bukit Bintang KL) 举办启发的巴黎风格街 (Rue 1664) 到大地影院 (Dadi Cinema) 的 1664 情人节活动，我们希望继续为啤酒爱好者带来升华的共享时刻。”

她补充道：“在这点上，1664 欢迎各位前来尽享别致的用餐体验，并享受无与伦比的饮酒体验，让啤酒爱好者可以沉浸其中，享受#GoodTasteWithATwist。Bon Appétit-lah!”

承诺在六月的两个半星期，为朋友、家人、爱人和毛茸茸的宠物们享受难忘的回忆，1664 的 *Bon Appétit-lah* 活动将为到访者提供免费 1664 Blanc 或 1664 Rosé 为欢迎饮料。随后，到访者即可品尝由绝妙美食坊 NoLabel Cuisine、Waka Waka Gelato、The Bao Guys 及 Flaah The Bakery 所带来的各种精心调制的美食佳肴。

现场也将提供专属创意空间，啤酒爱好者除了可以将 1664 标志性的蓝色瓶子改造为艺术品，也能在涂鸦墙上留下到来的痕迹，并且可以在指定日期的 “Portrait with a Twist” 角落获得自己的数码肖像画。除此之外，到访者还可以在星期六的 Blue Hour 观赏由特邀嘉宾 J Justin Lan、Gaston Pong 和 Babychair 所带来的音乐演出。

活动上也设有专卖店，访者可以在这里买到来自时尚街头品牌一些很酷的产品，包括潮牌 NerdUnit、Kazoku 墨镜设计师、iROAS 手表制作商、健康达人 Gote，还有限量版 1664 商品，包括 1664 高脚酒杯和独家艺术家版行李箱。

还有个兴奋的消息，宠物家长们能够在周末早上 11 点至下午 2 点，携带各自毛茸茸的宠物们到 1664 首个宠物友善的派对。这里充满了适合小狗与猫咪的各种好玩游戏，让宠物们能享受咕噜咕噜、不停摇尾巴的美好时光。

每一天有着独特体验，让消费者把平凡的夜晚变成非凡的夜晚。无论你是已预先注册或直接到场，都可在星期一至五下午 5 点到晚上 10 点，以及周末早上 11 点到晚上 10 点，前来独一无二的 1664 *Bon Appétit-lah* 体验。

欲知更多详情，请在脸书和 Instagram 按赞和关注 @1664BlancMY，或浏览 <https://1664malaysia.com/event>。所有活动仅开放给年龄 21 岁以上的非穆斯林人士。购买 1664 享用时记得要#理性饮酒——“酒后不开车，平安到永久”！

-完-

更多资讯，请扫描：



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