



**PRESS
RELEASE**

A KRONENBOURG 1664 WEDNESDAY AFFAIR - 150 FEET UP IN THE SKY

The No. 1 Premium French Beer hosted a Dinner in the Sky Malaysia

KUALA LUMPUR, 19 AUGUST 2015 – Kronenbourg 1664 raises the bar higher and higher all the way to 150 feet above ground when hosting a spectacular Dinner in the Sky Malaysia at one of the Kronenbourg 1664 Wednesday activation, as part of its “Taste the French Way of Life” (TTFWOL) campaign. The French premium brew treated its customers and consumers to a relaxing dining experience in the hustle and bustle of the busy KL, what a unique way to champion work-life balance!

All strapped on safety belts and hoisted at a height of 150 feet next to KL Tower, Kronenbourg 1664 guests indulged in light conversation with Kronenbourg 1664 beers while admiring two renowned chefs preparing the array of exquisite fusion dishes.

“Malaysians are known for their ambition and work-orientated lifestyle, but are also becoming aware that all work and no play makes for a dull life. The “Kronenbourg 1664 Wednesday” activation launched in April this year called urbanites in the rat race to sit back, relax and take time to savour what matters in life,” said Managing Director of Carlsberg Malaysia Henrik J. Andersen.

“What better way to experience work-life balance than to disconnect with the world 150 feet above? The sky is not the limit - unforgettable gastronomic experience where everyone simply enjoyed the company of like-minded Kronenbourg 1664 fans and the pleasure of seeing an unparalleled view of the KL city’s skylines. It was perfection. We’re sure the night created an everlasting impression for everyone, thus a much needed boost for the remaining week ahead,” he added.

Approximately 25 pairs of Kronenbourg 1664 fans were invited via a FB contest, of which only 11 lucky pairs had the opportunity to experience the unique dining experience through a lucky draw conducted on the evening itself. Those whom were less lucky or rather acrophobia were treated to a scrumptious spread of delectable food prepared by the Hilton Kuala Lumpur, complimented by various entertainment,



activities and attractive prizes such as spa vouchers at the Majestic Hotel worth RM350, as well as other limited edition Kronenbourg 1664 memorabilia to be won.

Kronenbourg 1664 is the main beer sponsor of Dinner In The Sky Malaysia, organised by 2Spicy Entertainment which is the first of its kind in South East Asia and endorsed by Malaysia Major Events (MME) with Hilton Kuala Lumpur as the official food caterer.

In savouring quality moments, Kronenbourg 1664 proudly celebrated the wedding proposal of Dinner in the Sky Malaysia in Kuala Lumpur. Through a special request made by Foo Jong Lin, Kronenbourg 1664 collaborated with Foo to ensure every detail was expertly crafted to ensure personalisation and romance remained a top priority. The couple's successful proposal was celebrated with a specially customised Kronenbourg 1664 3D cake and three feet height of balloons while a professional photographer captured the once-in-a-lifetime moment for the couple.

Foo Jong Lin and Yam Mei Yee sealed the deal of their 10-year hallmark love story among the stars. "A marriage proposal is the most important and nerve-wracking decision a man can make. It needs the right venue and ambience, offering romance and intrigue in equal measures. I'm so honoured that Kronenbourg 1664 brought my dream proposal to life. Love is truly in the air tonight! Thank you for providing an exclusive atmosphere and being part of celebrating one of our life's most meaningful moments," said Foo Jong Lin as he smiled brightly.

Work-life Balance seekers can also look out for upcoming activations that promise lots of fun and quality moments from www.facebook.com/KronenbourgMY

About Kronenbourg 1664

Kronenbourg 1664 is a premium beer that was named after the year Jerome Hatt, the founder of Brasseries Kronenbourg, first started commercial brewing. Since the fifties, Brasseries Kronenbourg is France's leading beer company, with unique 350-year know-how and a famous portfolio of beer brands. In 2008, Brasseries Kronenbourg became 100% part of the Carlsberg Group. Today, Kronenbourg 1664 is the best-selling French premium beer and is sold in more than 68 countries.

Dinner In The Sky Malaysia

Brought to you by 2Spicy Entertainment and endorsed by Malaysia Major Events (MME), **Dinner In The Sky Malaysia** is the first of its kind in South East Asia. Already a well known brand of entertainment, this Belgian based novelty service has done over 5,000 dinner events in 40 cities around the world so far. Started in May 2006 in Brussels, Belgium, this unique dinner experience uses a crane to hoist diners, table and waiting staff 150 feet off into the air giving them an amazing bird's eye view whilst enjoying exquisite culinary feast. This has been approved by TÜV SÜD, the German organisation that validates the safety of products of all kinds to protect humans and the environment against hazards. **Dinner In The Sky Malaysia** has also been approved by DOSH (Department of Occupational Safety & Health Malaysia).



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