

FOR IMMEDIATE RELEASE

Press Statement 30/2021

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Page 1 of 2

'Santé' to refreshing taste and well-balanced flavour with 1664 Rosé

Sharing Good Taste with a Raspberry Twist by 1664 Rosé, a newest variant of 1664 Blanc

SHAH ALAM, 3 December 2021 – 1664 Blanc today owns the centre stage of the country's wheat beer development as consumers prefer its premium quality, iconic blue bottle and refreshing taste that comes with a fruity twist. Building on the runaway success of the French's wheat beer in product innovations, Carlsberg Malaysia launches a brand-new variant, 1664 Rosé, a wheat beer with a hint of raspberry, sharing good taste with consumers. Santé! (Cheers)

"1664 Blanc is the leading brand in our premium portfolios and has been growing steadily these years albeit the pandemic. This evening, we are excited to host you over a 'good taste with a twist' dinner where you can experience the playfully elegance 1664 Rosé, our French premium wheat beer with a hint of raspberry in a tantalizing delicious pink-amber brew," said Carlsberg Malaysia's Managing Director, Stefano Clini, in a media launch held at Envi Skydining, Menara TA One, KL.

Malaysia is the second Asian market after China to launch 1664 Rosé. This product launch, amid the challenging backdrop of pandemic, shows the brewer's commitment in constantly offering quality innovation and its confidence in driving premiumisation. "We are very encouraged by 1664 Blanc's performance in the trade, especially in the off-trade, and hence made up our mind to sharing more good taste and giving more choices to wheat beer consumers with a new variant – 1664 Rosé," Clini added

Marketing Director Caroline Moreau gave a presentation on the humble beginning of the brand Kronenbourg 1664 born in France in 1664. "Being the only beer in the world named after a date, Kronenbourg 1664 is brewed with the best ingredients like the unique Strisselspalt hops and has created wheat beer range the comes a with playful twist," said Moreau.

"As a French brand and being a French myself, we always try to drink with elegance. Adding 1664 Rosé to the already popular 1664 Blanc, we promise more good taste can be shared with friends, more moments of true conviviality can be shared, and bringing a little ooh-la-la to the everyday life", she added.

At the media launch today, members of the media, business partners and guests were treated to an immersive French drinking culture, music, ambience and wheat beer-pairing cuisine, truly a playfully elegant experience that brings Paris to Kuala Lumpur with a twist!

From 15 November 2021, 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 2021, 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!

- ENDS -

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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 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