

# 1664 Press Kit

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Kronenbourg 1664 is the best selling super-premium beer in France and the UK, as well as the world's best-known French beer. Kronenbourg 1664 embodies the refined French art of pleasure, bringing a taste of enchantment and romance to everyday life. While the brand has 350 years of heritage, it is effortlessly contemporary and is synonymous with sophisticated fun.

In 2008 Carlsberg Breweries took on control for the Kronenbourg 1664 brand as part of the acquisition of Scottish and Newcastle. Geographic expansion and proposition has led the brand to a leading position in the International Premium beer market.

## Performance

Kronenbourg 1664 is the only beer to have won a gold medal at the prestigious International brewing awards twice in 2004 and 2005. Moreover, the Brandz report from Milward Brown has shown that Kronenbourg 1664 has entered the "premier league" moving from the 12 to number 10 fastest growing beer brands in the world.

At the super-premium end of the market it is one of the fastest growing brands in strategic market such as Russia. 1664 can now be enjoyed in over 50 countries.

## Product facts

Kronenbourg 1664 is a malty and fruity lager beer with a fresh flowery flavour complemented by aromatic Strisselspalt hops (a hop exclusive to the Alsacian region)

Beer type is continental premium lager

Kronenbourg 1664 contains 5.0% alcohol by volume

The colour is darkish with golden highlights

The taste is slightly bitter sweet with a distinct citrus hop taste and a refreshing, clean, crisp uncut flavour

100 ml contains

Energy 41 kcal/180 kJ

Protein 0.3 g

Carbohydrates 3.0 g

Fat 0 g

## Brand Extensions

1664 Gold, 1664 Malt d'Exception, 1664 Blanc, 1664 Instant Pression

