



BLANC

BRAND INFORMATION

As a modern, fruity and refreshing beer, 1664 Blanc appeals to consumers all over the world with its unique taste and appearance.

Made by the traditional wit beer recipe, 1664 Blanc is brewed with a hint of citrus and coriander spice to create a subtly sweet and refreshing flavor. It appeals to demanding quality seekers.

1664 Blanc's modern identity is perfectly expressed by its unique shiny blue bottle.

SALES INSIGHTS

- 1664 Blanc is Canada's best selling wheat beer.¹
- Consumers rate 1664 Blanc high on refreshment and taste – the top drivers of consumer purchase intent.²
- The 1664 brand sells over 100,000 hL A year in Canada. Globally sells over 1 million hL/year.^{1,3}





TYPE: Bière blanche **ALC./VOL.:** 5% **IBU:** 12



FORMAT

SKU

| | |
|---|--------|
| Kronenbourg 1664 - 330ml Bottle | 12083 |
| Kronenbourg 1664 - 4 x 500ml Can - NEW! | 39063 |
| Kronenbourg 1664 - 500ml Can | 21017 |
| Kronenbourg 1664 - 30L Keg | 15335 |
| | |
| 1664 Blanc - 330ml Bottle | 12598 |
| 1664 Blanc - 12 x 330ml Bottle | 39064 |
| 1664 Blanc - 500ml Can | 17704 |
| 1664 Blanc - 4 x 500ml Can | 34486 |
| 1664 Blanc - 12 x 330ml Slim Can | 34319 |
| 1664 Blanc - 30L Keg | 155635 |
| | |
| Kronenbourg 1664 Blanc Fruits Rouges - 330ml Bottle | 26190 |
| Kronenbourg 1664 Blanc Fruits Rouges - 500ml Can | 26191 |
| Kronenbourg 1664 Blanc Fruits Rouges - 30L Keg | 35542 |