**PRESS RELEASE**

*UNDER STRICT EMBARGO UNTIL 17th MAY 2021*

**UNBOX THE EXTRAORDINARY WITH TIGER**

*Tiger Street Food returns to spice up your mealtimes; exclusive bold collaborations from street food favourites available to pre-order for a limited time only*

**KUALA LUMPUR, 17TH MAY 2021:** Getting tired of ordering the same food for delivery, week after week? Tiger Beer, the champion of Asian street food, has the answer. Spice up your mealtimes by pre-ordering the Tiger Street Food Box – featuring exclusive, bold collaborations between classic street food favourites and some of KL’s hottest modern restaurants – and get it delivered right to your door!

Choose from a range of innovative new collaborations based on authentic street food flavours, with mash-up dishes from Devi’s Corner, Yut Kee, myBurgerLab, Ticklish Ribs & ‘Wiches, Megah Taiwan Sausage, Mama Manta, LI, Fifty Tales and Choon Prawn Mee House. Fancy Ticklish Ribs & ‘Wiches legendary BBQ chicken wings with Devi’s Corner’s famous mango chutney? You got it – the Tiger Street Food Box has you covered! And of course – what would street food be without an ice-cold Tiger to pair it with? Each box comes with Tiger Beer or Tiger Crystal, the perfect partner to Asian street food.

From the myBurgerLab x Mama Manta ‘Flamin’ Hot Sambal Burger’ – a chicken patty in a bun slathered with a creamy lime sauce, paired with Mama Manta’s Grill Fish Sambal, perfected over 18 years; to Fifty Tales x Choon Prawn Mee House ‘Smoked Oil with Prawn Mee Broth Braised Pork’ – pork shoulder braised in prawn mee broth to soak up the flavour and served on noodles paired with a housemade smoked oil: one thing’s for certain – this isn’t your normal, boring food delivery.

Available for pre-order from today at [www.tigerstreetfood.my](http://www.tigerstreetfood.my), the Tiger Street Food Box will be delivered on the day of your choosing according to your location – so you can plan your perfect day or night in to go along with it. Priced at RM28 for a one-person box, or RM48 for a two-person box, quantities are limited for each delivery day – so pre-order early to avoid disappointment. You won’t be able to find these exclusive collaboration dishes anywhere else, so be sure to try them before they’re gone for good!

The Tiger Street Food Box will be available over the next three weekends in Klang Valley, Penang and Johor Bahru respectively, before returning to the Klang Valley again for the final week of the campaign. Each two-person box comes with two choices of mains, one choice of large side dish, and two 320ml cans of either Tiger Beer or Tiger Crystal. Each one-person box comes with one choice of main, one choice of side dish, and one 320ml can of either Tiger Beer or Tiger Crystal. Every order also comes complete with a limited edition Tiger Street Food chopstick set.

The Tiger Street Food Box isn’t the only exclusive collaboration on offer from Tiger. From 1st-30th June, customers purchasing two six-can packs of Tiger Crystal on Drinkies, Heineken Malaysia Berhad’s home delivery service, will receive a complimentary bottle of Tiger x myBurgerLab Lat Jiu Chilli Sauce. Combining the bold and tangy flavours of hot sauce with a twist of Malaysian chicken rice chilli, it adds bite to any dish. Drinkies is the only place you’ll be able to get your hands on this limited edition chilli sauce, so order via the Drinkies app or on [www.drinkies.my](http://www.drinkies.my) before it’s too late!

“Tiger and street food go way back – but that doesn’t mean we don’t want to mix it up every now and again. We’re known for bringing the best Asian street food and the hottest local restaurants together at our physical and virtual street food festivals, and this time we’re combining these favourites in a unique meal box to spice up your weekends. With brand-new, exclusive collaborations from some of Klang Valley’s most exciting vendors, the Tiger Street Food Box is the perfect antidote to the boredom of ordering the same food every week.’” said Pearly Lim, Marketing Manager for Tiger.

As each box is made to order and quantities are limited, pre-orders for all locations will open today, Monday 17th May on a strictly first-come, first-served basis. Deliveries of the Tiger Street Food Box will take place on your choice of Thursday, Friday or Saturday, subject to selection, on the dates below:

**Kuala Lumpur & Selangor 1:** Deliveries on Thursday 3rd, Friday 4th and Saturday 5th June 2021

**Penang:** Deliveries on Thursday 10th, Friday 11th and Saturday 12th June 2021

**Johor Bahru:** Deliveries on Thursday 17th, Friday 18th and Saturday 19th June 2021

**Kuala Lumpur & Selangor 2:** Deliveries on Thursday 24th, Friday 25th and Saturday 26th June 2021

To see the full selection of dishes, place your pre-order, or find out more, visit [www.tigerstreetfood.my](http://www.tigerstreetfood.my). For more information on Tiger, visit [www.facebook.com/TigerBeerMY](http://www.facebook.com/TigerBeerMY) or follow @tigerbeermy on Instagram. Promotions are open to non-Muslims aged 21 and above only. Enjoy responsibly. Do not drink and drive.

**END**

**For editorial enquiries or further information, please contact:**

**Dane Barr Salini Muniandy**

Brand PR Senior Manager Public Relations Manager

HEINEKEN Malaysia Berhad HEINEKEN Malaysia Berhad

**E**: [dane.barr@heineken.com](mailto:dane.barr@heineken.com) **E:** [salini.muniandy@heineken.com](mailto:salini.muniandy@heineken.com)

**M**: 6012 650-9896 **M**: +6016 426-5079

**About Heineken Malaysia Berhad**

HEINEKEN Malaysia with its portfolio of iconic international brands is the leading brewer in the country. The Company brews, markets and distributes:

* The World’s No. 1 international premium beer Heineken®
* The great taste of Heineken® with dealcoholised Heineken® 0.0
* The World-acclaimed iconic Asian beer Tiger Beer
* The crystal-cold filtered beer Tiger Crystal
* The World’s No. 1 stout Guinness
* The World’s No. 1 cider Strongbow Apple Ciders
* The New Zealand inspired cider Apple Fox Cider
* The all-time local favourite Anchor Smooth
* The premium Irish ale Kilkenny
* The real shandy Anglia

HEINEKEN Malaysia also produces the wholesome, premium quality non-alcoholic Malta. HEINEKEN Malaysia’s brand portfolio also includes the No. 1 German wheat beer Paulaner and Japan’s No. 1 100% malt beer Kirin Ichiban.

HEINEKEN Malaysia through its e-commerce platform, Drinkies now delivers chilled beers and ciders on demand, within 60 minutes or as scheduled. Drinkies also offers freshly tapped beer to cater for home parties and other events including weddings and corporate dinners. For enquiries, call 012-281 8888 or visit [www.drinkies.my](http://www.drinkies.my/)

The Company continues to lead the responsible drinking agenda through its Drink Sensibly campaign.

Listed on the Main Market of Bursa Malaysia, HEINEKEN Malaysia’s principal shareholder is GAPL Pte Ltd based in Singapore. GAPL Pte Ltd is 100% owned by Heineken N.V.

For more information please visit: [www.heinekenmalaysia.com](http://www.heinekenmalaysia.com/)