

## EDELWEISS: BRINGING THE FRESHNESS OF THE ALPS TO MALAYSIA

*HEINEKEN Malaysia introduces new premium wheat beer Edelweiss; an easy-to-drink modern wheat beer born in the Austrian Alps, made with all-natural ingredients to deliver a refreshing finish & subtle fruity aftertaste. Available now across Peninsular Malaysia in bottles, cans and on draught.*



Full resolution photos [HERE](#)

**KUALA LUMPUR, 9th June 2021** – Heineken Malaysia Berhad (HEINEKEN Malaysia) has launched the latest addition to its portfolio of award-winning beers and ciders – the premium wheat beer Edelweiss. Born in the Alps and made with all-natural mountain ingredients, Edelweiss is now available across Peninsular Malaysia in bottles, cans and on draught.

Easy-to-drink with a refreshing finish and a subtle, fruity aftertaste, Edelweiss is a smooth wheat beer with a golden hue and a natural cloudiness. It is available fresh on draught in selected bars and restaurants, using the unique and innovative Edelweiss Blade draught machine. Stylish and beautifully-designed, the new Edelweiss Blade machine is a countertop draught dispenser which serves Edelweiss at a crisp Alpine temperature of 2°C.

Edelweiss is also available in 330ml bottles and new, 'sleek' 330ml cans. Taller and more slender than a traditional beer can, the Edelweiss sleek can's fresh modern look reflects the Alpine spirit of one of Europe's best-loved wheat beers.

Edelweiss' brand position, *Feel the Alps*, is a further nod to Edelweiss' authentic origins. The product aims to give beer drinkers a taste of the freedom, excitement and playfulness of life on the Alps - from



the subtle fruit and floral notes, evoking feelings of walking through lush mountain valleys, to a smooth, cool finish like freshly-fallen snow.

Edelweiss offers a fresh, contemporary twist to a centuries-old wheat beer. Born in the snow-capped heights of Austrian Alps, near the city of Salzburg, Edelweiss' traditional heritage can be traced back to the 17<sup>th</sup> century. It remains one of Europe's best-loved wheat beers, and has found countless fans throughout Asia among drinkers seeking an exciting new taste experience.

Pablo Chabot, Marketing Director at HEINEKEN Malaysia said: "Edelweiss has a distinctive golden cloudiness and delicious fruity aftertaste. But it is about more than just great taste. It has this crisp, cool bite that leaves the drinker feeling refreshed. We have crafted this wheat beer to capture the spirit of the snow-capped peaks of Europe, where Edelweiss was born. We also want to bring people a wheat beer with the freshness of the Alps in every sip, even while they are staying home."

Edelweiss is now available for purchase across Peninsular Malaysia. At selected supermarkets and hypermarkets, pick up a 4-pack of 330ml cans for just RM32.50 (RSP), or a 24-pack for RM185.00 (RSP).

For more information about Edelweiss and its availability at participating outlets near you, visit its social media pages [facebook.com/edelweissbeer.my](https://facebook.com/edelweissbeer.my) and [instagram.com/edelweissbeer.my/](https://instagram.com/edelweissbeer.my/). To purchase Edelweiss online or to rent the Edelweiss Blade Draught Machine, check out Drinkies app (available on both iOS and android) or [www.drinkies.my](http://www.drinkies.my). Edelweiss is for non-Muslims aged 21 and above only. Enjoy responsibly. Do not drink and drive.

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### **About Edelweiss**

Edelweiss is a modern, premium wheat beer brewed using all-natural mountain ingredients. Born in the snow-capped Austrian Alps, it has a traditional heritage that can be traced back to the 17<sup>th</sup> century. Edelweiss offers a fresh, contemporary twist to a centuries-old wheat beer recipe, resulting in a smooth, easy-to-drink wheat beer with a refreshing finish, a golden cloudiness and a subtle, fruity aftertaste.

### **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 premium wheat beer born in the Alps Edelweiss
- 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)