



PRESS RELEASE

For immediate release

Add joy to Mid-Autumn Festival with Guinness Mooncakes

The Beer Factory and Guinness collaborate once again to create limited-edition black snowskin mooncakes; available for purchase now from TBF outlets across Peninsular Malaysia

KUALA LUMPUR, 13th August 2021: Just in time for the Mid-Autumn Festival, local bar chain The Beer Factory (TBF) and Malaysia's favourite stout, Guinness, have partnered once again to create the limited-edition Guinness Snowskin Mooncakes.

Wrapped up in a velvety black snowskin, Guinness Mooncakes set themselves apart with deep roasted flavours of Guinness and chocolate-infused lotus paste with an alcohol-infused golden bean paste centre, creating a rich and indulgent treat.

Fans can find out just what makes Guinness Mooncakes so popular, with the smooth and luxurious filling flavoured with stout and chocolate, and the slight hint of bitterness from the Guinness complimenting the sweetness of chocolate to create a mouth-watering delicacy, worth savouring every bite.

Exclusively available at selected TBF outlets across Peninsular Malaysia*, the Guinness Snowskin Mooncakes are priced at RM88 per box of two, while stocks last. Housed in a premium presentation box of black and gold layering, it makes an ideal gift for the Guinness-lovers in your life too. This time around, Guinness Mooncakes are also available for purchase online with the options of self-collection or delivery within 10km of radius from the nearest TBF outlets. Visit <https://bit.ly/GuinnessMooncake2021> to place your orders now to avoid disappointments.

"Those who missed out on last year's sold-out Guinness Snowskin Mooncakes are in for a treat as we bring them back in conjunction with the Mid-Autumn Festival celebration. It goes without saying that we're proud to have established this special tie with Guinness for three years now and hope this partnership will continue to grow and bring even more innovative creations to our customers and Guinness fans," said The Beer Factory's founder, Kent Chua.

"The festive spirit will be at an all-time high with these limited-edition Guinness Snowskin Mooncakes, even while we celebrate this Mid-Autumn Festival at home. We always seek to add a dash of magic to every occasion, and our mooncakes are the best fit to lift the experiences to a whole new level. We're delighted to partner with The Beer Factory again this year for this exclusive, limited edition," explained Guinness Marketing Manager Shaun Lim.

To place your orders for self-collection or delivery of the exclusive Guinness Mooncakes, visit <https://bit.ly/GuinnessMooncake2021>. For more information on The Beer Factory (TBF), visit www.facebook.com/thebeerfactory. For more information on Guinness, visit www.facebook.com/guinnessmalaysia.



*Walk-ins are also welcomed to purchase the limited-edition Guinness Mooncakes, available exclusively at the following TBF outlets, while stocks last:

- The Beer Factory Penang
- The Beer Factory Butterworth
- The Beer Factory Bukit Mertajam
- The Beer Factory Bandar Puteri Puchong
- The Beer Factory Sunway Giza Mall
- The Beer Factory Express Sunway Geo
- The Beer Factory Hartamas
- The Beer Factory PJ SS2
- The Beer Factory Melaka
- The Beer Factory Rawang

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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

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

The corporate social responsibility arm of HEINEKEN Malaysia, **SPARK Foundation** was established in 2007 to grow with local communities in the areas of environmental conservation and education for a better tomorrow. Be the SPARK for change and visit www.sparkfoundation.com.my for more information.

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.