



PRESS RELEASE

For immediate release

Guinness is Ready When You Are

Guinness lovers can now pick up a Guinness Draught as their first drink and enjoy its perfectly smooth and creamy taste, fresh from the keg, whenever they are ready to visit outlets near them.

KUALA LUMPUR, 7th October 2021: Malaysians have been through an overwhelming situation in the past year. All their favourite spots to have a fresh Guinness Draught were closed for months and they have missed the smooth and creamy taste of Malaysia's favourite stout¹. Now that patrons are finally allowed to dine-in, Guinness lovers can see a silver lining as their wait to enjoy a glass of Guinness on tap has come to an end.

Whenever they are ready, fans will finally be able to reunite with friends, family and loved ones at their favourite outlets, while catching up with long-overdue conversations. Doing all that with a glass of fresh, cold, smooth and creamy Guinness in hand is the perfect commemoration to all those months of waiting.

"At Guinness, quality is always at heart, so fans can rest assured that only the freshest Guinness will be served when they visit the outlets again. Good things - be it reconnecting with friends and family, or Guinness Draught of best quality, come to those who wait. So, fans can finally enjoy that first sip of Guinness Draught whenever they are ready," said Shaun Lim, Marketing Manager of Guinness Malaysia.

To take everything up a notch, Guinness will be bringing back the renowned STOUTie machines to selected outlets across the weekends of October and November. Fans can print their selfies on top of cold and creamy glass of Guinness and post them on social media with the hashtags #GuinnessMY and #GuinnessStoutieMY. Full list of participating outlets and activation dates can be viewed [HERE](#).

"As much as we are eager to bring our fans together again and celebrate the reunion between friends and family with a glass of Guinness Draught, it is also our duty to remind them to #SocialiseResponsibly and practise the 6Cs whenever they are out and about," Lim continued.

Heineken Malaysia Berhad – where Guinness is part of its portfolio of iconic brands, introduced the 6Cs to ensure that fans abide by the rules and socialise in the safest way possible. The 6cs include:

- Check your distance – Keep at least 1 metre physical distance between others.
- Clean your hands – Frequently wash your hands with soap and use hand sanitiser.
- Cash-free payment – Use contactless payment methods (e-wallet or credit/debit cards) as much as possible.
- Contact tracing – Do comply with the outlet's request to provide your personal details for contact tracing purposes.
- Come back later – If you're not feeling well, please stay at home.
- Catch a cab – When you drive, never drink. Take a taxi or use e-hailing to get home safe.

¹Source: Overall share of throat Aug '17 – Jul '18. Heineken ONEquity Brand Health Tracker by an independent global research agency.



Guinness and all related activities are strictly for non-Muslims aged 21 and above only. Guinness Malaysia advocates responsible consumption and urges consumers to not drink and drive. For more information, visit Guinness Malaysia's social media pages at www.facebook.com/guinnessmalaysia and www.instagram.com/guinnessmy.

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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**

¹Source: Overall share of throat Aug '17 – Jul '18. Heineken ONEquity Brand Health Tracker by an independent global research agency.



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.

¹Source: Overall share of throat Aug '17 – Jul '18. Heineken ONEquity Brand Health Tracker by an independent global research agency.