



#FeelTheAlps in your City with Edelweiss

Elevate your daily routines and uncover your playful side with new experiences in your city with Edelweiss.

KUALA LUMPUR, 16th November 2021: The seriousness of life often keeps us further away from exciting adventures. But deep down, everyone is looking for new adventures to spice up their routine. What if excitement and unexpected discoveries were just around the corner? Edelweiss, the premium wheat beer born in the Alps, is here to inspire fans to hit the refresh button and awaken their senses to enjoy life in a playful and fun way.

From the little pleasures to deeper connections with people who matter, fans can seek fun, new experiences in their cities with every sip of Edelweiss - giving them a taste of the freedom, excitement and playfulness. Committed to elevating fans' drinking experience and letting their playful side take over, Edelweiss is here to inspire fans to rediscover their cities in a new light.

Our cities are filled with exciting adventures for fans to discover the refreshing spirit of Edelweiss. Edelweiss kicked off the #FeelTheAlps journey by rallying various influencers to join in on the fun as they share their inspirations on how they rediscover their cities again. Be it uncovering a food haven, travelling to a hidden gem or simply adding a dash of playfulness to their everyday routine. Fans can share their #FeelTheAlps experience in the comment section of Edelweiss' social media post, or take part in contests run by influencers and stand to get rewarded with exclusive prizes.

Up for grabs are one night stay for two at Genting Highlands as well as a voucher to the Edelweiss flagship outlet in Genting. And as part of something new and fun to do, an Edelweiss Blade draught machine experience for fans to enjoy the brew at home. Besides that, fans can score cartons of Edelweiss products to enjoy the refreshing taste of Edelweiss at home too.

"We want to encourage Malaysians to actively seek new discoveries and fresh outlooks in their daily lives and in their cities. With Edelweiss, fans can now #FeelTheAlps wherever they are exploring their cities through a different lens; and best of all, get rewarded as they embark on this journey with us. We're looking forward to seeing the various ways our fans enjoy their city the Edelweiss way," said Archana Sridhara, Marketing Manager, International Premium Brands.

Earlier this year, Edelweiss made its way into the Malaysian market and became a fan favourite. Brewed with all-natural ingredients and a unique blend of fresh mountain herbs, the result is a smooth, easy-to-drink wheat beer with a refreshing finish, a golden cloudiness, and a subtle, fruity, aftertaste. Edelweiss is unique as it offers a contemporary twist to a centuries-old wheat beer, and now inspires fans to discover exciting, new and fresh experiences.

As fans continue to explore their cities, Edelweiss will soon be taking the Alpine experience to a whole new altitude with a flagship outlet and various pop-up bars near them. Be sure to stay tuned, as there will be more exciting updates soon!

There are also many other ways fans can score exclusive Edelweiss merchandise when they purchase Edelweiss products. They can visit the social media pages at facebook.com/edelweissbeer.my and

[instagram.com/edelweissbeer.my/](https://www.instagram.com/edelweissbeer.my/) to stay updated, or even check out www.drinkies.my for more information about the ongoing promotions.

Edelweiss and all related promotions and activations are for non-Muslims aged 21 and above only. Enjoy responsibly. Do not drink and drive.

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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.