



For immediate release

‘XPERIENCE THE XTRAORDINARY’ WITH TIGER STREET FOOD

Tiger Street Food Virtual Festival is back, this time with an epic collision between streetwear and street food, even more street food varieties, and many new exciting features.

KUALA LUMPUR, 10th November 2021: Tiger Beer, Malaysia’s No. 1 Beer¹, has always championed local street food culture. Its roots go back to being a brand born and raised on the streets of Asia, making it the beer of choice to pair with bold street food flavours. As a progressive brand, Tiger is dedicated to hyping up fans’ street food experience by continually introducing new and innovative features.

With that in mind, this year’s Street Food Virtual Festival is all about the X as Tiger brings fans an epic collision between street food and an integral part of street culture - streetwear. The local streetwear scene has always been a way for people to express themselves and is influenced by the many ways of life here, just like the street food flavours. The mash up aims to bring the two cultures together to create an extraordinary experience for fans, while breaking the boundaries of street food. This is why Tiger has partnered with renowned local streetwear brands to curate two limited-edition streetwear apparels each from EK Collective, TNT Co, The Swagger Salon, Eversince, Pestle & Mortar, and Dissyco.

One of the two streetwear merchandise will be included in the Hypefeast Drop, which comes with the street food dish that inspired the exclusive apparel, as well as a Tiger Beer and a Tiger Crystal. Limited quantity is available on a first come first served basis for fans residing in Kuala Lumpur, Selangor, Penang, Johor Bahru and Ipoh, the Hype Store within the virtual world will showcase one brand each week for fans to make their purchases. The other limited-edition merchandise will be available for anyone at the virtual festival to purchase at the Hype Store.

What about the street food dishes? This time around, as part of Tiger’s consistent efforts to support the local street food scene, over 100 street food vendors that serve both classic and innovative dishes will be part of the festival. Fans are in for a heightened street food experience when they accompany their favourite street food dishes with ice-cold Tiger Beer and Tiger Crystal, all delivered to their doorsteps.

While fans from all over the country can attend the festival, food deliveries are only available for those residing in Kuala Lumpur, Selangor, Penang, Ipoh, and Johor Bahru. Festivalgoers from these regions will be able to enjoy delectable street food varieties, as long as they are within 10km radius from the vendors. Launching this Friday, 12th November 2021, Tiger Street Food Virtual Festival will continue for six weeks - every Thursday, Friday, Saturday and Sunday only, and from 11am until 9pm.

Another unique highlight at the virtual festival is the Tiger Coins – fans can easily earn these coins when they take part in fun games and activities, and even from their food and beer

¹ Source: Overall share of throat Aug ’18 – Jul ’19. Heineken ONEquity Brand Health Tracker by an independent global research agency

purchases. The Tiger Coins can then be used to redeem vouchers to purchase even more dishes, beers, and exclusive merchandises.

Festivalgoers who want to uncage their playful side can express themselves through the exclusive streetwear apparels on their avatars from the Xclusive Store and earn even more Tiger Coins when they take an OOTD within the virtual world and share it on their social media platforms. Other ways to earn them are by playing the exciting Street Food Dash and Streetwear Hunt games at the festival. The avatars of Lizz Chloe and Joshua Michael will be there to host festivalgoers and bring them through the mechanics of the games.

While fans explore the virtual streets and interact with one another, they will also get to enjoy RM30 off with a minimum spend of RM160 on Tiger Beer or Tiger Crystal, excluding bundle deals, with the use of the promo code STREETFOOD30. More information and even more exclusive promotions can be found at www.drinkies.my.

There are many other attractive promotions available for fans outside of the virtual festival too. They can purchase two 6-can packs or a carton of Tiger Beer or Tiger Crystal at hypermarkets and supermarkets to get RM5 and RM10 foodpanda vouchers respectively. Meanwhile at convenience stores, fans can get foodpanda vouchers worth RM2 each when they purchase three cans of Tiger products. Consumers who order from selected participating local street food vendors on foodpanda will enjoy RM2 off their purchases of big bottles of Tiger products as well.

“The previous Tiger Street Food Virtual Festival garnered an over 101,000 total unique visitors and together, we helped 88 various local street food vendors gain the recognition they deserved. This year, we have made the festival bigger by expanding into more cities so fans can immerse themselves in the virtual world where street food and streetwear cultures collide. We hope the 6-week-long festivities will bring something fresh to the table for our fans so they can Xperience the Xtraordinary,” said Joyce Lim, Marketing Manager of Tiger Beer.

Fans can be part of the Tiger Street Food Virtual Festival by signing up at www.tigerstreetfood.my, and earn one free can of Tiger Crystal, while stocks last.

Tiger Beer, the Tiger Street Food Virtual Festival, and all related promotions are open to non-Muslims aged 21 and above only. For more information about Tiger Beer and Tiger Crystal, visit www.facebook.com/TigerBeerMY or follow @tigerbeermy on Instagram. Fans are urged to enjoy responsibly, and to 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.

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