

## Tiger Beer and PMC roar into the Metaverse, supporting the creative industry through 'The Tiger Archives' NFT collection



**27th January, Kuala Lumpur** – Tiger Beer, the number one international premium beer in Asia, and Malaysian streetwear pioneer PMC (Pestle & Mortar Clothing) are roaring into the Year of the Tiger, launching an NFT (non-fungible token) collection of Lucky Tigers. The launch is a key part of Tiger Beer's 'The Year of Your Tiger' campaign, designed to ignite a movement that encourages people everywhere to set aside their fears and achieve bold ambitions in 2022.

Dubbed 'The Tiger Archives', the collection of 6,688 NFTs features PMC's take on Chinese archival tiger artwork inspired by Tiger Beer's bottles through the years, each unique and fully drawn by hand.

Recognising the resilience of creators during the pandemic, Tiger Beer and PMC are coming together to pay it forward through Tiger Beer's Uncage platform. Proceeds from The Tiger Archives will go towards supporting local musicians and artists throughout 2022, the Year of the Tiger.

Sean O'Donnell, Global Brand Director, Tiger Beer comments: "Tigers are renowned for being bold and courageous. This spirit has always been intrinsic to Tiger Beer – everyone said brewing beer in the tropics was impossible until we did it. The Year of the Tiger is the perfect opportunity for us all to embody the symbolic power of the Tiger, and uncage our bold ambitions for the year ahead. The Tiger Archives is the perfect realisation of this. These Lucky Tigers are unique, progressive and stunningly created. By sharing proceeds from The Tiger Archives with local musicians and artists, we hope to support creatives to realise their bold ambitions in 2022."

Joyce Lim, Marketing Manager of Tiger Beer Malaysia also added, "As an occasion that only comes once every 12 years, the Year of the Tiger is a very special year for us, and our year-long campaign starts with Chinese New Year. Through this, we want to encourage people to uncage their inner tiger and go all out in 2022. This foray into NFTs showcases the brand's roaring spirit, and we hope to continue breaking boundaries with our long-standing partner, PMC".

Owning one of these NFTs does not just bring luck. To bridge the metaverse with real life, NFT holders unlock a series of exclusive perks and curated experiences. The Tiger Archives will be open for public mint on 30th January 2022.

“One of our main drivers for The Tiger Archives is to educate newcomers into the metaverse and illuminate this space for our community. We want to show how the metaverse enables endless possibilities, and are excited for our community to join us on this adventure,” said PMC Founder Hugh Koh.

Those in Malaysia can head over to The Tiger Archives’ ongoing pop-up at Tiffin at the Yard, Sentul Depot, where a preview of the NFTs is being showcased until 7th February 2022.

A preview of the NFT artwork and photos from The Tiger Archives’ pop up in Kuala Lumpur can be found here: <https://bit.ly/3rOD0XD>

For more information and the latest updates, visit:

The Tiger Archives’ website [tiger.pestlemortarclothing.com](http://tiger.pestlemortarclothing.com)

The Tiger Archives’ Discord server [discord.pestlemortarclothing.com](https://discord.pestlemortarclothing.com)

Tiger Beer’s CNY campaign [yearofthetiger.tigerbeer.com](http://yearofthetiger.tigerbeer.com)

**– ENDS –**

**For editorial enquiries or further information, please contact:**

**Salini Muniandy**

Public Relations Manager  
HEINEKEN Malaysia Berhad

E: [salini.muniandy@heineken.com](mailto:salini.muniandy@heineken.com)

M: +6016 426-5079

**Arvina Gill**

Public Relations Analyst  
HEINEKEN Malaysia Berhad

E: [arvina.kaugill@heineken.com](mailto:arvina.kaugill@heineken.com)

M: +6012 422-6816

**Tiger®** was born in 1932 on the streets of Asia. Today, Tiger® is the number one international premium beer in Asia and one of the world’s fastest-growing beer brands. It is available in more than 50 markets across the globe. Defying the odds to create the ultimate brew, a perfect balance between bold and refreshing, Tiger® has been uncaging new ways to take refreshment to the next level and make the impossible possible for decades. Tiger® believes that we are all born with a Tiger inside us, a version of ourselves that knows no limits to what is possible. But we often succumb to the status quo because unlike a Tiger, we fear failure. Tiger® is igniting a movement to encourage people everywhere to set aside their fears and achieve their boldest ambitions in the Year of the Tiger. For more information, please visit [www.tigerbeer.com](http://www.tigerbeer.com)

**PMC (Pestle & Mortar Clothing)** was established in the year 2010. They pride themselves on being more than just a clothing label, but a projection of the culture and lifestyle of their homeland. Every piece is designed around the people, events and experiences they find familiar growing up in Southeast Asia. For more information, please visit [www.pestlemortarclothing.com](http://www.pestlemortarclothing.com)

**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.

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](http://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](http://www.heinekenmalaysia.com).