

Have Your Own Heineken® Bar at Home with BLADE.



Kuala Lumpur, 28 February 2022 — Heineken Malaysia Berhad (HEINEKEN Malaysia) introduces BLADE, a revolutionary ‘Plug and Pour’ professional draught system that serves freshly poured pints of Heineken® beer on any surface — making draught beer possible anywhere and everywhere. Using an in-built compressor and chiller, BLADE dispenses cold draught beer and keeps it fresh for 30 days without needing to finish the keg in a single seating. The mini-draught beer machine is now available exclusively on the Drinkies app or www.drinkies.my in Klang Valley, Penang and Johor Bahru.

With its “Brewlock” technology, BLADE delivers pints through a keg of eight litres. It just needs to be fitted with a pre-chilled keg, plugged in, switched on and pressurised before pouring the perfect pint served at 2°C. Imagine having an uncompromising quality of Heineken® to enjoy right in the comfort of your home. With a footprint the size of an A4 paper, all you need is a countertop with a plug nearby to relish that perfect pint – it’s that simple.

“We are proud to be at the forefront of innovations and are pleased to introduce Heineken® in BLADE to the Malaysian market. We are always looking for ways to elevate our consumer experience and connect with them in ways that let them enjoy freshly tapped draught beer anywhere. No more queueing at bars as the BLADE brings the ‘bar experience’ home. Whether you’re watching a football match, celebrating with friends or having a pint just because, the BLADE allows you to have perfect quality and super-chilled beers,” said Pablo Chabot, Marketing Director at HEINEKEN Malaysia.

Consumers can now order and experience the Heineken® BLADE complete with the essential tools to serve that perfect Heineken® pour at just RM369 via the Drinkies app (*available both on iOS and Android*) or www.drinkies.my. The price is inclusive of 8-litre brewery-fresh beer that serves 32 glasses and the BLADE machine rental for seven days together with glassware, coasters and skimmers. From

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today onwards, consumers can enjoy RM25 off their first BLADE order when they use the code **HELLOBLADE25** at checkout.

For more information and updates follow Heineken® on Instagram ([@HeinekenMY](#)) and Facebook (<https://www.facebook.com/HeinekenMYS/>). Heineken® advocates responsible consumption, do not drink and drive. Heineken® and all promotions are for non-Muslims aged 21 and above only.

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For editorial enquiries or further information, please contact:

Deyan Daniel Commas PR deyan@commaspr.com 012-337 8832	Bianca Quiroz Commas PR bianca@commaspr.com 016-367 2994
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Download high-resolution images on our online press kit at XXX

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

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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