

For Immediate Release

30 March 2022

Got What It Takes to Be a Star Bartender?

HEINEKEN Malaysia's Star Academy returns after a two-year hiatus by introducing the Heineken® Star Quality programme where bartenders stand to win a five-star Langkawi getaway.

PETALING JAYA, 30 March 2022 – The ultimate bartender's test is back again in 2022! After a two-year hiatus, Heineken Malaysia Berhad's (HEINEKEN Malaysia) Star Academy is back in action in the search for Malaysia's best bartender. First up on Star Academy's agenda is the Heineken® Star Quality programme, which aims to equip bartenders in Malaysia with star quality training through an immersive learning experience. Bartenders are invited to register and compete with exciting prizes up for grabs!

Star Academy was established by HEINEKEN Malaysia to provide professional training to business partners and bartenders by equipping them with skills in the areas of product history and knowledge, technical know-how, as well as responsible serving and retailing. Besides training, competitive selections are also held to identify the best bartenders in the country. From participating outlets nationwide, top performers will then be chosen for the national finals after rigorous theoretical and practical assessments.

"At HEINEKEN, we are passionate about our consumers and customers, and we strive to deliver the best service and experiences. Due to the pandemic, we had to suspend all Star Academy programmes for the last two years. We're excited to announce that Star Academy is back this year with our flagship Heineken® Star Quality programme, and we are thrilled to get back to training bartenders across Malaysia to deliver the perfect Heineken® serve," said Vasily Baranov, the Sales Director of HEINEKEN Malaysia.

Heineken® Star Quality

This year, Star Academy kicks off with its flagship programme – Heineken® Star Quality. Bartenders are invited to undergo training on the art of bartending, to understand the history and origin of Heineken® as well as the ingredients that go into the brew. Ultimately, these bartenders will grasp the Heineken® Star Serve, the five-step pouring ritual comprising rinse, pour, skim, check and serve to create the perfect pint of Heineken®.

Heineken® Star Quality aims to give bartenders an immersive experience, engaging the five senses of sight, smell, sound, touch and taste. The training will empower the bartenders with newly acquired skills, allowing them to earn their credentials in serving the perfect pint of Heineken®. As a result, Heineken® fans in Malaysia will be able to enjoy the authentic Heineken® quality and experience when they order their favourite Heineken®.

Jack Loh, Heineken® Star Serve 2019 winner and Malaysian representative in the Heineken® Global Bartender Finals 2019 shares, "Going through the Heineken® Star Serve programme and

subsequently being crowned Malaysia's Best Heineken® bartender in 2019 was one of the proudest moments of my life. I will never forget the experience of representing Malaysia at the Heineken® Global Bartender Finals in Amsterdam. It was a thrilling adventure to master and showcase my bartending skills alongside the best of the best. With this year's hands-on training, I have no doubt the upcoming Heineken® Star Quality will be even more exciting!"

The Heineken® Star Quality training will be held in seven different regions in Malaysia including Penang, Perak, Johor, Sabah Sarawak and two locations in the Klang Valley. After the training sessions, participants will undergo both a theory and physical test, with their product knowledge and bartending skills being put to the test and graded.

The Heineken Star Bartender 2022 Malaysia champion will be crowned at the finale on 3 June 2022. The champion will then walk away with a three-days-two-nights, all expenses paid Langkawi getaway for both the bartender and the bar owner with their plus-ones.

Additionally, all finalists will receive a Heineken® Star Quality Recognition pin – a gold pin for the champion, a silver for the runner up, and a bronze pin for each of the remaining finalists. Participating outlets will also receive a Star Academy 2022 plaque in recognition of their participation.

To sign up for the Heineken® Star Quality programme, bartenders at participating Heineken® outlets including restaurants, pubs and bars may register their interest at the Star Academy website (www.star-academy.heinekenmalaysia.com) starting 30 March 2022. In adherence to COVID-19 SOPs, participants will have to present a negative self-test result two days prior to attending the sessions.

Guinness Perfect Pour and Star Academy Masterclass

Beyond Heineken® Star Quality, Star Academy will also be launching the Guinness Perfect Pour programme in July. Following that, the top scorers from Heineken® Star Quality and Guinness Perfect Pour sessions will be invited for a Masterclass, where they can experience a specially curated session that elaborates the history and basics of beers, topped with a brewery tour followed by dinner and drinks.

For more information on HEINEKEN Malaysia and the company's initiatives, please visit www.heinekenmalaysia.com.

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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**

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 G.A.P.L. Pte Ltd based in Singapore. GAPL Pte Ltd is 100% owned by Heineken N.V.

For more information, please visit: www.heinekenmalaysia.com

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