



PRESS RELEASE

For immediate release

Get the Gang Back Together this St. Patrick's Festival with Guinness

Spark magical moments throughout weekends in March and stand to win the Best Buds Getaway, Guinness Home Celebration Kit, and so much more.

KUALA LUMPUR, 8th March 2022 – After two long years and many missed celebrations, the Guinness St. Patrick's Festival 2022 signals the return of good times. Most importantly, it means finally being able to get the gang back together and celebrating in true St. Patrick's spirit.

The St. Patrick's celebration has long been a significant one for both Guinness and fans alike. It is a time when people get together to celebrate with their friends. This is why Guinness is rewarding fans who get the gang back together with exciting activities in conjunction with the St. Patrick's celebration. For starters, Guinness fans can express their different personas in unique ways with the Guinness St. Patrick's AR Filter and stand to win attractive prizes weekly. All they have to do is visit <https://guinnessstpatricks.com/>, select the number of people in their gang, share the QR code or invite link to take a selfie, and generate a photo collage to be posted on Instagram stories.

Creative submissions stand to win the grand prize - Best Buds Getaway for four friends worth RM30,000 at OneAndOnly Desaru Coast. There are also ten sets of Guinness Home Party Kit that come with cans of an exclusive Guinness product, limited-edition glasses, t-shirts, and hats to celebrate with. To add to the merriment, 800 units of the exclusive Guinness Draught in a Can, the latest innovation product from HEINEKEN Malaysia's portfolio that will be hitting the shelves soon are up for grabs too!

“One thing we are all hooked up with is our mobile phones, even when we are out with the gang. We want to leverage on that situation to spark magical moments among Guinness drinkers. By using the power of technology in the form of an AR filter, we are bringing the gang back together and link their mobile devices to celebrate friendships over some smooth and creamy Guinness,” said Shaun Lim, Marketing Manager of Guinness Malaysia.

Getting the gang together at a bar is what most of us look forward to doing, and the best time to do that is during the Guinness St. Patrick's celebration! With an array of activities, entertainment and exclusive giveaways, the St. Patrick's festive spirit will be at an all-time high throughout the weekends of March at selected bars. Fans can print their selfies on top of cold and creamy Guinness with the STOUTie machine, get entertained by Irish parades and live band performances while also scoring even more exclusive giveaways through fun games.

That's not all! For an added touch of St. Patrick's joy, fans can get their hands on a free Limited-Edition Guinness Collectible Glass with every purchase of one set of Guinness Draught, or small bottles of Guinness Foreign Extra Stout. Meanwhile, at participating coffee shops and food courts, the Guinness Collectible Glass is also up for grabs with the purchase of three big bottles of Guinness Foreign Extra Stout, while stocks last.



For those who want to enjoy the St. Patrick's celebration at home, the free Guinness Collectible Glass Set with three designs is available with each purchase of one carton of Guinness Foreign Extra Stout on [Drinkies](#). Be sure to get your hands on them while stocks last, and maybe even share with the gang.

To participate in the St. Patrick's AR Filter and to check out the list of participating outlets, head to the official campaign site [here](#). Guinness and all related activities are strictly for non-Muslims aged 21 and above only. Guinness Malaysia advocates responsible consumption and urges consumers to not drink and drive. For more information about Guinness St. Patrick's Festival, Guinness Draught in a Can, and other related promotions, visit Guinness Malaysia's social media pages at www.facebook.com/guinnessmalaysia and www.instagram.com/guinnessmy.

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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.