



PRESS RELEASE

For immediate release

Guinness Draught in a Can - now you can bring the pub home with you.

Guinness lovers experienced the first sip of the exclusive Guinness product, Guinness Draught in a Can in March, which is now available for purchase in Malaysia at selected 7-Eleven and premium outlets, and on Drinkies.

26th April 2022, KUALA LUMPUR – The St. Patrick’s cheer was at an all-time high throughout the month of March for Guinness lovers. One of the highlights was the Guinness St. Patrick’s AR Filter where groups of fans shared selfie collages of themselves and their mates on Instagram stories. Eight lucky winners were able to snag the grand prize of an all-expenses-paid trip to One & Only Desaru Coast, meanwhile, 80 selected fans were able to get their hands on the Guinness Home Party Kit that included samples of Guinness Draught in a Can, making them among the first Malaysians to try it.

Offering the smooth and creamy texture of a pub-poured pint, Guinness lovers can now enjoy their favourite draught in the comfort of their own home with Guinness Draught in a Can. This latest addition to the Heineken Malaysia Berhad portfolio is made from roasted barley, malt, hops, yeast, water and a dash of magic - the revolutionary Guinness widget that was the first in the world. The widget uses an ingenious nitrogen filled capsule that surges with bubbles when the can is opened, and the result is a perfectly smooth and creamy beer that is unmistakably Guinness.

The Guinness widget is unique as it makes the process of pouring Guinness Draught in a Can simple, involving four easy steps: crack open a chilled can, tilt the glass at 45°, fill to the top and enjoy.

“We are excited that Guinness Draught in a Can is finally available for Malaysian fans to enjoy. As Guinness has always encouraged fans to spark magical moments together, this innovative product gives them the opportunity to do so wherever they are. Perfect for the days when they want to create new memories together outside of the pub, Guinness Draught in a Can recreates the look and taste of a freshly poured Guinness from the draught tap. Except now, providing a different drinking experience for them,” said Shaun Lim, Marketing Manager of Guinness Malaysia.

Guinness Draught in a Can can now be purchased from selected 7-Eleven outlets and premium grocers across Peninsular Malaysia, as well as on [Drinkies](#). The stylish cans that embody the bold Guinness colour palette of black and gold are available in 440ml single, four’s and 24 can packs.

For more information about Guinness Draught in a Can and its availability, visit Guinness Malaysia’s social media pages at www.facebook.com/guinnessmalaysia and www.instagram.com/guinnessmy. Stay tuned as more exciting updates will be made available soon. Guinness and all related promotions and activities are strictly for non-Muslims aged 21 and above only. Guinness Malaysia advocates responsible consumption and urges consumers 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.

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