

PRESS RELEASE

For immediate release



Heineken® introduces Star Quality Experience with Immersive Event & Crowns Star Bartender of 2022

- *Vickson Leong from Ipoh, Perak emerged as Heineken®'s Star Quality National Champion 2022, after fierce competition from six other regional winners from all over the nation*
- *Heineken® also provided a preview into its 'Take the First Sip' campaign, set to launch from June 2022 onwards*

3rd June 2022, KUALA LUMPUR – Staying true to its core brewing principles that consistently make the perfect first sip of Heineken® beer, Heineken Malaysia Berhad (HEINEKEN Malaysia) brought its consumers on an immersive journey through the **Heineken® Star Quality Experience**, held over the weekend in The Square, Publika, Kuala Lumpur. The Star Quality Experience was elevated with the return of the Heineken® Star Academy finale, a nationwide contest in search of its Star Quality National Champion.

Returning after two years, the Heineken® Star Academy announced seven finalists from various bars across the nation racing for the coveted top spot. Through this programme, participants and aspiring Star Bartenders underwent Star Quality training in mastering the art of bartending and the iconic Heineken® Star Serve.

All seven finalists hailing from different regions nationwide were present at the grand finale. Ultimately, Vickson Leong from Speakeasy Bar & Kitchen, Ipoh, Perak, was named the Heineken® Star Bartender of 2022. Apart from bringing home the coveted title, Leong also walked away with a three-day, two-night all-expenses-paid trip to Langkawi, alongside a host of other prizes.

“It is truly an honour to be crowned the Heineken®'s Star Quality National Champion tonight. I am very happy and excited to receive this recognition after all our months of training. It has been such a great experience – I want to thank all of our trainers in the Star Academy, as well as all the other finalists who pushed me to become better and deliver that Star Quality that Heineken® is looking for,” Vickson Leong shares.

Apart from crowning its latest Star Quality National Champion, the finale was held amidst the Heineken® Star Quality Experience at the same location, where invited guests and trade partners were treated to a walkthrough of the Heineken® Star Brewery to see for themselves Heineken®'s five fundamental Star Brewing Principles. Here, guests walked through an experiential maze to see, smell and touch all the components behind brewing the perfect Heineken®.

Taking them through the experience were Heineken® experts who highlighted the importance of using only the best ingredients and unique brewing process, i.e. its unique horizontal brewing process, special A-yeast, and more. Moreover, the journey ended with the Heineken® Star Bar, leading guests to try their hand at a perfect pour! When the journey concluded, each guest was served a pint with a photo-taking session to commemorate the first drink of the night.

Take the First Sip Campaign

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At the Star Quality Experience, guests were treated to an exclusive preview of the upcoming 'Take the First Sip' campaign happening in the next two months.

The *Take the First Sip* campaign puts the spotlight on Heineken®'s brewing principles, all of which are crucial in ensuring that each glass of a Heineken® always delivers on the most refreshing first sip.

Beyond that, Heineken® will bring to life a series of refreshing experiences including the revival of nightlife and a month-long takeover of a special venue. Consumers can stay tuned for more updates on these activities, guaranteed to provide memories that they can truly look forward to – all beginning with one refreshing first sip of Heineken®.

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For editorial enquiries or further information, please contact:

Heineken Malaysia Berhad

Salini Muniandy

Public Relations Manager

HEINEKEN Malaysia Berhad

E: salini.muniandy@heineken.com

M: +6016 426-5079

Arvina Gill

Public Relations Specialist

HEINEKEN Malaysia Berhad

E: arvina.kaugill@heineken.com

M: +6012 422-6816

VoxEureka PLT (PR Agency)

Sarah Tam

Senior Manager

VoxEureka PLT

E: heineken@voxeureka.com

M: +6017-771 9921

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**

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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 a variety of beers and ciders on demand, 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.