



## PRESS RELEASE

*For immediate release*

### **Mission to discover the innovation of Guinness Draught in a Can**

*House of Guinness: Guinness Malaysia's first-ever mission-based immersive experience is now available for consumers to enjoy until mid-September.*

**14<sup>th</sup> July 2022, KUALA LUMPUR** – Earlier this year, Guinness Malaysia introduced Guinness Draught in a Can to the local market, offering lovers of the brew the smooth and creamy texture of a pub-poured pint from the comfort of their own homes. To officially introduce and to bring consumers through the innovation behind this product, Guinness Malaysia has launched House of Guinness – a hub that gives fans of the brand an added dash of magic to their usual drinking experience, all while immersing themselves in the world of Guinness at APW Bangsar.

Upon arrival at the House of Guinness, participants will need to earn their taste of Guinness Draught in a Can by successfully completing their mission to become Guinness Innovation Experts. First, they have to check-in and will be promptly transported to the Guinness Innovation Lab. With no time to waste, they will be introduced to the world of Guinness and the new Guinness Draught in a Can.

After learning about the history and evolution of Guinness, as well as the technological advancement the brand has experienced over the years, guests will then be sent off to complete their first mission with the hint 'The Widget is the Key'. This is where the nitrogen widget comes to play. Then, they will head onto their next task to 'Activate the Widget', before completing the 'Release the Nitrogen' mission and enter a giant can of Guinness Draught in a Can to feel the surge and settle. Those who successfully complete all three mission tasks will be awarded the title of Guinness Innovation Expert.

"We are excited to have launched Guinness Malaysia's first-ever mission-based experience for fans to discover the innovation of Guinness Draught in a Can themselves. This new innovative product will provide a new drinking experience for fans to enjoy smooth and creamy Guinness Draught wherever they are, thanks to our nitrogen widget. We hope that through the House of Guinness, fans will get to spark magical moments while learning more about the uniqueness of the product in a playful and fun way," said Shaun Lim, Marketing Manager of Guinness Malaysia.

To secure a spot at the House of Guinness, fans can sign up for free at [www.houseofguinness.my](http://www.houseofguinness.my) and an email confirmation will be sent for participants to accept within 48 hours. Upon successful registration, each participant will be entitled to receive a complimentary Guinness Draught in a Can, and a limited-edition Guinness merchandise on the event day.

Be sure to join in on the fun as House of Guinness is available for fans to experience from now until the 4<sup>th</sup> of September, on Wednesdays to Sundays. So, do remember to book your slots in advance. Each participant may experience House of Guinness three times total on separate days for the duration of this event and is entitled to a complimentary Guinness Draught in a Can for each visit, as well as receive one limited-edition Guinness merchandise. Slots can only be booked one day before event day at the latest.

For more information about House of Guinness and Guinness Draught in a Can, visit <https://www.houseofguinness.my/>, as well as Guinness Malaysia's social media pages at [www.facebook.com/guinnessmalaysia](https://www.facebook.com/guinnessmalaysia) and [www.instagram.com/guinnessmy](https://www.instagram.com/guinnessmy). 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**<sup>®</sup>
- The great taste of Heineken<sup>®</sup> with dealcoholised **Heineken**<sup>®</sup> 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 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](http://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](http://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](http://www.heinekenmalaysia.com).