

PRESS RELEASE

*For immediate release*



## Rediscover Fresh Experiences at the Heineken® Hotel Takeover

- *Take the first sip and enter the world of Heineken® for two consecutive weekends beginning 23<sup>rd</sup> July to enjoy new, refreshing experiences at the Heineken® Hotel Takeover at KLoé Hotel!*
- *The Heineken® Hotel Takeover will provide unparalleled access to cross-genre music, contemporary art, wellness pursuits, and culinary delights.*

**12<sup>th</sup> July 2022, KUALA LUMPUR** – Heineken® is inviting consumers to immerse themselves in fresh experiences at the **Heineken® Hotel Takeover** that will take guests on a journey that will redefine and elevate MUSIC, ART, WELLNESS and CULINARY experiences. Happening across two weekends from 23<sup>rd</sup> – 24<sup>th</sup> July and 30<sup>th</sup> – 31<sup>st</sup> July 2022 at KLoé Hotel, the Heineken® Hotel Takeover aims to reignite the spark of discovery and exploration for all, right in the heart of KL.

Guests making their way through the hotel will have their attention drawn towards the iconic Heineken® Green Door that will be featured throughout the Heineken® Hotel Takeover, symbolising the world of opportunities that lie beyond when you take that first sip of Heineken®.

### **The Heineken® Hotel Takeover Experience**

**Bringing the Beats with Heineken® Music:** The Heineken® Hotel Takeover will see Heineken® claim various spaces within KLoé Hotel to present a wide variety of music acts. From House, to Hip Hop and EDM, guests can expect a stellar lineup of music acts that cater to any genre. The main party will take place in the Heineken® Basement for party-goers to dance to the likes of Bad Habits, Bass Agents, and BATE. Expect hard-hitting, heat-pumping music accented by high-octane visual projections where guests will be able to unleash their party energy in full and party the night away with blazing beats.

**Come Together with Heineken® Social:** From the moment guests step into the lobby, they will be immersed in the world of Heineken® as they sip on a refreshing Heineken®. Guests can choose to lounge and socialize amidst local DJs spinning chill tunes, or satiate their appetite with a quick bite from the Heineken® Bar.

**The art of Heineken® Secret Rooms:** Diving deeper into the Heineken® experience are secret rooms that bring to life the five star pillars of Heineken® through a series of art installations. This includes a revolving mirror art installation and barley fields; natural ingredients; visual projections that represent Heineken®'s unique A-yeast; a wall of 28 clocks to represent the horizontal brewing and 28-day lagering process and finally, a tasting room where one gets to pour their perfect pint. As a guide, guests will receive a passport which contains information on the secret rooms and clues on where to find these Instagrammable gems.

**Enjoy culinary delights in Heineken® Kitchen:** Guests can enjoy curated gastronomic delights created especially for the Heineken® Hotel Takeover. Whether they choose to dine-in at the Heineken® Kitchen, or grab a bite on-the-go from the pool or lobby area, they can enjoy these hearty plates with more gusto when accompanied with a refreshing Heineken®.

**Live Well, Be Well with Heineken® Wellness:** Look forward to good vibrations as Heineken® brings wellness to life through a series of high-energy, adrenaline-filled HIIT and dance classes! Guests can

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get their bodies moving and hearts pumping to specially curated playlists and cutting-edge visual projections, brought to you by expert fitness instructors from Oxygen. Those who prefer a more zen experience can instead join in on relaxing yoga classes – all of which can be enjoyed responsibly with Heineken® 0.0.

For the ultimate takeover experience, guests can book their Heineken® staycation room for either weekend on KLoé Hotel's website. Available on a first-come, first-served basis, the rooms will be uniquely branded Heineken® alongside offering Heineken® swag for guests to take home as memorabilia.

As a celebration of first sips, fresh experiences, new friendships, the Heineken® Hotel Takeover is a doorway to reinvigorate fresh experiences and unforgettable moments.

Heineken® Hotel Takeover will take place at KLoé Hotel over the last 2 weekends of July, on 23rd July & 30th July (Saturday) from 2PM to 2AM and 24th July & 31st July (Sunday) from 10AM to 2PM.

Save the date and be sure to join us at the Heineken® Hotel Takeover for a weekend like no other! To register for a free Heineken® at the event, visit:

<http://www.heineken.com/my/en/campaigns/firstsip/hotel-takeover>.

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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®**

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- 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 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).