

## Media Release

For Immediate Release



# Immerse Yourself At Chalet Edelweiss

Discover a new adventure with Edelweiss  
across the Klang Valley, Penang and Johor regions.

**Kuala Lumpur, 17 MAY 2022** – Edelweiss introduces *Chalet Edelweiss* — a unique experience that transports guests from the heat of the tropics to the sweeping horizons of the alps, right here in Malaysia. Immerse yourselves in the true nature of Edelweiss and be transported to *seeing* the golden wheat fields, *hearing* the howling wind, *smelling* the fresh alpine air and *feeling* the cool breeze — all while *tasting* a refreshing glass of Edelweiss at a crisp Alpine temperature. Chalet Edelweiss will begin its journey at Publika from the 26th to 29th May, then to Eco Palladium, Johor Bahru from the 6th to 12th June, and lastly at Straits Quay, Penang from the 16th to 19th June.

If there's anywhere to get away right now, look no further than Chalet Edelweiss. Inspired by the serenity of the Alps, guests will first be greeted by the sight of lush fields of wheat, mossy mountains and herb hills while feeling the wind and breeze that flows through the air — allowing people to hit the refresh button and awaken their senses.

From the peaks of the Alps, guests will be met with an Alpine-inspired campground from the moment they step outside. Furnished with its own tents, Edelweiss Jeep, and sitting area — it is the perfect area for relishing the freshly tapped Edelweiss from the Edelweiss BLADE machine. For those who love a hands-on experience, Edelweiss brand ambassadors will be there to guide guests to tap their perfect glass of Edelweiss.

“Being the premium wheat beer born in the Alps, we want to encapsulate the true Alpine spirit with the ambience felt at Chalet Edelweiss. Transporting consumers who desire to escape the routine, and discover the new tasting experience of the pure and rich taste of the Alps. Edelweiss is all about bringing fresh experiences and what better way to do it than bringing the immersive Alpine experience to Malaysia. I hope this will inspire fans to seek new discoveries and create their own fresh experiences with Edelweiss,” said Pablo Chabot, Marketing Director of Heineken Malaysia

With weekend promotions available, guests can enjoy special Edelweiss discounts at nearby participating modern on-trade outlets in the KL, Johor, and Penang regions; and score exclusive merchandise and gifts at Chalet Edelweiss when they join in on-ground activities.

#FeelTheAlps with your crew at Chalet Edelweiss at:

Date	Location
26th to 29th May	Publika, Kuala Lumpur
9th-12th June	Eco Palladium, Johor Bahru
16th to 19th June	Straits Quay, Penang

Chalet Edelweiss will carry out all activities in full accordance with the SOPs established following the government's safety rules. Edelweiss and any associated promotions and activations are exclusively available to non-Muslims aged 21 and up. Enjoy responsibly. Do not drink and drive.

-END-

For editorial enquiries or further information, please contact:

Deyan Daniel Commas PR <a href="mailto:deyan@commaspr.com">deyan@commaspr.com</a> 012-3378842	Bianca Quiroz Commas PR <a href="mailto:bianca@commaspr.com">bianca@commaspr.com</a> 016-3672994
--	---

Download high-resolution images in our online press kit at:

<https://drive.google.com/drive/folders/1jezKCFxP-hB-W6-YHzPavEHAoiXQwwr7?usp=sharing>

#FEELTHEALPS

For more inspiration, follow Edelweiss Malaysia

<https://www.edelweissbeer.com/my/en/home>

[instagram.com/edelweissbeer.my/](https://www.instagram.com/edelweissbeer.my/)

[facebook.com/edelweissbeer.my](https://www.facebook.com/edelweissbeer.my/)

## 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](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).