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Master the Guinness Perfect Pour and Win a Trip to Dublin

HEINEKEN Malaysia's Star Academy returns with its Guinness Perfect Pour 2022 programme to train and challenge bar staff to be the best Guinness bartender

PETALING JAYA, 29 August 2022 – Learn how to pour the perfect Guinness! Heineken Malaysia Berhad's (HEINEKEN Malaysia) Star Academy is back once again in search of the best Guinness bartender through its annual Guinness Perfect Pour programme. The programme seeks to train bartenders nationwide to uphold the standards of serving Guinness while rewarding the champion for delivering quality glasses of Guinness. Bar staff in Malaysia are invited to join training sessions across six states from August to October, with participants standing a chance to win an all-expenses paid trip to the home of Guinness in Dublin, Ireland.

It is no secret that mastering the six steps of the Guinness Perfect Pour is key to the best-tasting glasses of Guinness. Guinness Perfect Pour is an annual programme launched in 2017 by HEINEKEN Malaysia's Star Academy to elevate standards of service in the food and beverage industry, enabling bartenders to serve the perfect Guinness to consumers everywhere. This year, the Guinness Perfect Pour programme takes on a new experiential approach, where participants will go through an immersive experience in understanding the origin, ingredients, and serving rituals of Guinness.

"We are passionate about our customers and consumers, and we strive to give them the best experience in enjoying Guinness. Our commitment to serving high-quality beers extends beyond perfecting the brewing process. We empower our trade partners by training bartenders in mastering the perfect pour to serve beer at the highest quality. The six steps in the Guinness Perfect Pour technique bring out the perfect flavour, aroma, and presentation, making sure that every Guinness fan gets to cheers to a perfect serve, every time. Hence, we are calling for our partner restaurants, pubs and bars to join us in this year's Star Academy Guinness Perfect Pour, and together we can serve world-class Guinness across the country," said Vasily Baranov, Sales Director of HEINEKEN Malaysia.

The Guinness Perfect Pour 2022 programme is open for registration, with a goal to train 600 bar staff across the nation by holding sessions in six locations including Sabah, Sarawak, Kuala Lumpur, Johor, Penang, and Ipoh. The training sessions will take on an experiential approach where bar staff go through an interactive guided tour with hands-on experience to master the six steps of the perfect pour. Participants will then undergo both a theory and physical test, with their product knowledge and bartending skills put to the test and graded accordingly.

HEINEKEN Malaysia will select and invite the top seven scorers from the training sessions to attend the award ceremony in October 2022 where the Guinness Perfect Pour 2022 champion will be crowned. During the ceremony, the first and second place winners will walk away with an all-expenses paid trip to Dublin, Ireland, where Irish brewer Arthur Guinness first started brewing the world-known stout over 250 years ago. All participants will also receive a Guinness Perfect Pour 2022 recognition plaque trophy and official certificate upon completion of the training.

For more information on the training session dates and to sign up for Guinness Perfect Pour, bar staff at participating HEINEKEN Malaysia partner outlets including restaurants, pubs, and bars may register on the Star Academy website at www.star-academy.heinekenmalaysia.com or contact 013-3370878. Register your spot today and start serving the perfect glass of Guinness! Registration for each training session closes a day before the respective session's training date.

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About 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**.

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 Enjoy Responsibly 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 G.A.P.L. Pte Ltd based in Singapore. GAPL Pte Ltd is 100% owned by Heineken N.V.

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

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