

Press Release

Jeremy Zucker, Karencici and Dermot Kennedy to Headline Chalet Edelweiss Unwind this October

Feel The Alps Experience with Edelweiss you won't want to miss out!



Kuala Lumpur, 27th September 2022 – The premium wheat beer born in the Alps, Edelweiss reveals its long-awaited lineup for Chalet Edelweiss Unwind, its first-ever outdoor experience which welcomes its fans to have a short getaway at **Resorts World Awana Driving Range, Genting Highlands**.

Happening from **21st to 24th October**, Chalet Edelweiss Unwind features an exceptional lineup of regional and international artists. Headlining the event is American singer, songwriter and producer **Jeremy Zucker** who is known for his global hits such as “*comethru*” and “*you were good to me*”. **Karencici** (“*Do Do Do*”, “*Kiss Me*”), a Chinese-American singer and songwriter, will make an appearance with her R&B selections. Went from busking on the streets to winning hearts around the world, **Dermot Kennedy** (“*Something to Someone*”, “*Power*”) connects his audiences with his immaculate vocals and compelling lyrics.

The event also features local artists including **Jumero** (“*Dancing with the Stars*”, “*Growing Cold*”) and all-female quartet **Crinkle Cut** (“*Promises*”, “*Slow Dance*”) who both have owned the stages of local and international music festivals. Starting off as a friend group, **TY:DEL** (“*Apocalypse*”, “*Breathin*”) is a neighborhood genre-fluid band, capturing the hearts of youth. Following is **Lost Spaces** (“*35.mm*”, “*fake, guitars*”) whose love for R&B and soul inspired their musical creations. Anticipate for a playlist of chill tracks to hype up the night by sunset DJs such as **Daaliah, Vanns Ngo** and **Xulapsap**.

Aside from immersing themselves in the diverse music, day pass holders and campers can anticipate a series of stimulating games such as “*Giant Connect 4*”, “*Giant Wall Ball Maze*”, “*Crossnet*” and “*Cornhole*”. The Alps Bar will serve Edelweiss wheat beer, inviting fans to experience the alps through its subtle fruitiness and refreshing taste. There will be a variety of tents for contest winners to enjoy an elevated glamping experience. Sustainability trail walks and morning yoga sessions will also be available for attendees to sink in and appreciate nature.

Visit <https://events.pouchnation.com/event/chaletedelweissunwind2022> to sign up for a FREE day pass.

Chalet Edelweiss Unwind 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 above. Enjoy responsibly. Do not drink and drive.

For more information about the event, visit <https://bit.ly/ChaletEdelweissUnwind2022EventPage>

TICKETING DETAILS:

DAY PASS	
GENERAL ADMISSION	FREE

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Download high-resolution images in our online press kit at: <https://bit.ly/chaletedelweissunwind>

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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®**
- 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.

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.