

Press Release



Transform Your Weekend Into An Adventure With Edelweiss

Reconnect with nature through glamping, music and adventures



ENJOY EDELWEISS RESPONSIBLY

Kuala Lumpur, 12th September 2022 – The premium wheat beer born in the Alps, Edelweiss, launches its first-ever **Chalet Edelweiss Unwind**, an outdoor experience that allows consumers to disconnect from their hectic city lives and discover nature alongside glamping and a series of exciting activities together with music performances. Taking place from **21st to 24th October**, Edelweiss invites adventure-seekers to traverse the tree-lined driveway which opens up to the idyllic, sun-lit plains of the **Resorts World Awana Driving Range, Genting Highlands**, where the average temperature is a comfortable, crisp 22°C.

“We want to invite city-folk to disconnect from stress and embrace the playful side of life. With Chalet Edelweiss Unwind, we are creating an exclusive and fresh experience for our consumers in which they can unwind and reconnect with nature. Ultimately, we want them to share a truly unique moment with their friends, family, and loved ones,” said Archana Sridhara, Marketing Manager, International Premium Brands.

Offering Day Pass and Camper Pass (2D1N), Chalet Edelweiss Unwind will provide a premium experience with a myriad of activities and amenities that will make for an unforgettable weekend. On 22nd & 23rd October, fans of the brew who hold a Camper Pass will get to spend the night under the sky of Genting Highlands. Aptly named after Edelweiss' core ingredients, the *Wheat Tent*, the *Hops Tent* and the *Mountain Herb Tent* allow campers to have a taste of an elevated camping experience. Campers will also get to opt-in for scheduled morning yoga and night campfires within the camper zone. Food and beverage coupons for all meals will be provided.

Nature-lovers who go for a trail walk will explore the lush beauty of the Montane Timber Forest of the Awana BIO Park and stand next to some of the giants of the forest while enjoying the picturesque views of the Awana Golf Course. Guests will get to learn more about forest conservation and also participate in transplanting native young timbers which are critical to maintaining a Sustainable Mountain Timber Forest.

With doors opening from 5 pm onwards on 21st October and 3 pm onwards on 22nd & 23rd October, day pass holders and campers can expect a course of gratifying activities best enjoyed with friends to take a break from city life and enjoy the weekend together. Chalet Edelweiss Unwind creates interactions between the crowd and nature with games like "*Giant Connect 4*", "*Giant Wall Ball Maze*" and "*Crossnet*". Attendees can also experience "*Cornhole*", a popular game in which players throw bean bags into the hole of an angled board. Handicraft lovers, on the other hand, will get a chance to personalise their own steel mugs.

Aside from all the activities, Edelweiss lovers will have the opportunity to relax and grab some bites from the snack bar while chilling in the hammocks. They are welcome to explore the specially curated Edelweiss cocktail, a specialty available for only three days at the Alps Bar. Surrounded by instagrammable spots, drinkers can capture their eventful experiences while sipping their refreshing Edelweiss.

A thrilling line-up of local, regional and international bands is expected to bring the campground to life, organisers will announce the full line-up—including the headliners—at a later date.

Visit <https://events.pouchnation.com/event/chaletedelweissunwind2022> to sign up for a **FREE** Day Pass or purchase Camper Passes. To stand a chance to win Camper Pass, visit Edelweiss Malaysia official social media channels for more details.

As part of Heineken Malaysia Berhad commitment to Brew A Better World initiative, all aluminium cans from the event will be collected and 100% recycled. HEINEKEN Malaysia environmental sustainability ambition focuses on raising bars in reaching carbon neutrality,

maximising circularity and continuing working towards healthy watersheds. Edelweiss encourages attendees to sort and recycle to divert waste from ending up in a landfill.

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
CAMPER PASS (2D1N)	
MOUNTAIN HERB TENT (<i>for 2 pax</i>)	RM 299 NETT
HOPS TENT (<i>for 2 pax</i>)	RM 299 NETT
WHEAT TENT (<i>for 4 pax</i>)	RM 459 NETT

Follow #FeelTheAlps on:

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