

PRESS RELEASE

*For immediate release*

### **The Ultimate Tiger Street Food Festival is Back!**

*Celebration of bold street food flavours is happening at the two-weekend-long festival with all things street food, hidden rooms, entertainment, and ice-cold Tiger Crystal.*

**28<sup>th</sup> October 2022, KUALA LUMPUR** – After two years, the Tiger Street Food Festival is back on-ground, and this time with maze-like alleyways and curated experiences for fans to enjoy an elevated street food experience. Tiger has gone all out to provide an authentic but innovative experience leading up to the festival beginning with the launch of the Hottest Hunt microsite in September. Fans came together to recommend the hottest street food spots and contributed to create a directory of bold street food dishes to try with approximately 1,000 pins dropped to date.

Some of the local favourites from the directory will be featured at this year's Tiger Street Food Festival kicking off today for two weekends – 28<sup>th</sup> to 30<sup>th</sup> October and 4<sup>th</sup> to 6<sup>th</sup> November, from 4pm to 12am at Factory 19, Seksyen 19 in Petaling Jaya. Guests will be able to check out four different areas - Wai Sek Kai, Lucky Lok Lane, Spicy Alley, and The Basement - each with its own set of unique street food vibe personalities and activities.

Wai Sek Kai will have a variety of classic street food dishes with an innovative twist. Fans hanging out at the Wai Sek Kai area can also take up dance challenges and stand to win ice-cold Tiger Crystal. The Lucky Lok Lane is where the iconic Tiger Crystal Fire Truck will be parked alongside various other vendors. Fans will not only get to enjoy lok lok, but also redeem vouchers to sing their hearts out in a private karaoke room.

The Spicy Alley within the venue will feature the hottest street food for fans to sample, and even set their tastebuds on fire by taking up the Spicy Wheel Challenge. Fans will also get to enjoy Tiger with a vintage pouring ritual, served in bowls at the Spicy Alley. Finally, the Basement will feature a unique vibe with open mic karaoke as well as stand-up comedy, all while fans enjoy Tiger Crystal Somaek.

To commemorate their street food experience in style, fans can also elevate their social media game with the various Instaworthy spots at the festival. They will also be able to purchase exclusive street food-inspired merchandise from local designers, available at the Tiger Merchandise Store located at Wai Sek Kai.

“After all our fans’ hard work of dropping pins to the hottest street food spots, we are excited to kickstart the long-awaited Street Food Festival with even more culinary adventures and curated experiences. Tiger has continually elevated the street food experience, and this year is particularly special because fans had a big role to play in recommending and trying dishes suggested by fellow foodies,” said Joyce Lim, Marketing Manager of Tiger Beer Malaysia.

At the launch of the festival, the brand unveiled Tiger Stripes, a long-term project to award deserving street food vendors for their bold street food flavours. The brand is encouraging fans to continue to drop pins on the microsite throughout the Tiger Stripes project. Then, a judging panel of restaurateurs, chefs and food personalities will sample and evaluate the top 100 pins that fans have recommended from the Hottest Hunt directory.

“We are excited to take the local street food scene to the next level with the launch of Tiger Stripes. This platform aims to be the hallmark of street food excellence by recognising the best local street food. This could not have been done without the help of our fans and the directory created by them. This process and the announcement of judges will begin in January 2023, so fans can stay tuned for more exciting updates,” Lim continued.

PRESS RELEASE

*For immediate release*

Fans can continue to drop pins to recommend their favourite street food spots and bring their favourite street food vendor a step closer to being awarded with Tiger Stripes. Fans who want to be part of the festival can register at [hottesthunt.tigerstreetfood.my](http://hottesthunt.tigerstreetfood.my) to join in on the fun. The full list of vendors participating at the festival can be found on the website too.

Tiger Beer, Tiger Crystal, the Tiger Street Food Festival, and all of the brand's activities and promotions are open to non-Muslims aged 21 and above only. For more information about Tiger Beer and Tiger Crystal, visit [www.facebook.com/TigerBeerMY](http://www.facebook.com/TigerBeerMY) or follow @tigerbeermy on Instagram. Fans are urged to enjoy responsibly, and not drink and drive.

-END-

**For editorial enquiries or further information, please contact:**

**Salini Muniandy**

Public Relations Manager  
HEINEKEN Malaysia Berhad  
E: [salini.muniandy@heineken.com](mailto:salini.muniandy@heineken.com)  
M: +6016 426-5079

**Arvina Gill**

Brand Public Relations Specialist  
HEINEKEN Malaysia Berhad  
E: [arvina.kaugill@heineken.com](mailto:arvina.kaugill@heineken.com)  
M: +6012 422-6816

**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](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.

PRESS RELEASE

*For immediate release*

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).