

PRESS RELEASE

For immediate release



House of Guinness – It's A Matter of Taste

The two-weekend-long festival will bring Guinness lovers a sensorial experience to discover the taste of the world's number one stout, alongside entertainment and exclusive Guinness-infused food varieties. Visit www.houseofguinness.my to find out more.

5th November 2022, KUALA LUMPUR – Guinness Malaysia revolutionised consumer experience with the launch of House of Guinness in July, an avenue for fans to discover the innovation of Guinness Draught in a Can. In conjunction with the International Stout Day celebration this year, the brand is bringing the House of Guinness back, and this time with the concept of #ItsAMatterOfTaste, highlighting Guinness products and the magic behind them.

Fans who sign up for the experience at www.houseofguinness.my are in for a treat as they get to redeem complimentary Guinness and exclusive merchandise at the festival happening at Piazza, Pavilion Bukit Jalil on the weekends of 5th and 6th November as well as 12th and 13th November.

The fun begins as they step foot at the festival and begin exploring the different zones, uniquely created to depict the features of Guinness that make it the most loved stout brand among drinkers. The sensorial zones – roasted barley, hops, nitrogen, and widget zones - are equipped with various Instagram-worthy experiences highlighting the essence of Guinness in style. Upon finding the QR codes hidden in these zones, fans will get to redeem exclusive Guinness merchandise.

As their journey continues, festival-goers will get to discover the different Guinness products that are available in the Malaysian market – Guinness Foreign Extra Stout, Guinness Draught and the latest entrant, Guinness Draught in a Can. Activities at each station will entitle fans to receive tokens, and all they have to do is complete the experience and collect four tokens to redeem two cans or two glasses of complimentary Guinness at the bar.

Now, what is a festival without some entertainment and food? The atmosphere at Piazza, Pavilion Bukit Jalil will be abuzz throughout the festival period with live band performances and local DJs spinning some electrifying tunes. There will also be a variety of Guinness-infused delicacies for fans to sample at the festival too, featuring iconic dishes by Arthur Storehouse, the Guinness flagship outlet set to officially launch next week at Pavillion, KL.

“This year has been a remarkably special one for Guinness as we introduced Guinness Draught in a Can for Malaysian fans to enjoy a different drinking experience. Following the tremendous support the brand received from the launch of House of Guinness, we wanted to celebrate the world of Guinness in a fun and fresh way with another immersive experience, while still being true to the brand DNA of power, communion, and goodness. In conjunction with International Stout Day, fans will get to know our products better through this #ItsAMatterOfTaste campaign, all while bringing the celebration of their favourite stout to the next level,” said Shaun Lim, Marketing Manager of Guinness Malaysia.

Besides the free Guinness that fans can redeem upon completing their sensorial experience, Guinness products will also be available for purchase at the festival. Fans can enjoy Guinness Foreign Extra Stout and Guinness Draught, as well as Guinness-infused food there from 12 pm to 11 pm as they immerse themselves in the world of Guinness with other fans.

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For more information about House of Guinness and the #ItsAMatterOfTaste campaign, visit <https://www.houseofguinness.my/>, as well as Guinness Malaysia's social media pages at www.facebook.com/guinnessmalaysia and www.instagram.com/guinnessmy. Guinness and all related promotions and activities are strictly for non-Muslims aged 21 and above only. Guinness Malaysia advocates responsible consumption and urges consumers to not drink and drive.

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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.