



Press Release

For Immediate Release

Edelweiss Weekend Unwind: The Perfect Place to Unwind in Style

Edelweiss invites all for a one-of-a-kind urban escape with music, games and creative workshops in Kuala Lumpur and Penang.



Kuala Lumpur, 17 April 2023 – In the spirit of rediscovering the playful side to life, Edelweiss is back to transform your weekends with Edelweiss Weekend Unwind in the city! **Edelweiss Weekend Unwind** is set to take over **Central Rooftop Garden, Lalaport BBCC** over four weekends (*Thursdays to Sundays*) from **4th - 28th May**, and Penang's **Hin Bus Depot** from **2nd - 4th June**. Pop culture vultures and music lovers can look forward to exploring and experiencing various activities to add a dash of adventure and discovery to their weekend with programmes packed with pop-up markets, workshops, music and

experiential events headlined by homegrown scene-shakers.

In this fast-paced world, the younger generation seeks meaningful experiences and cherishes special moments in life. To promote this lifestyle, Edelweiss Weekend Unwind encourages everyone to break from their demanding schedules and to embrace the simple joys of life. For four consecutive weekends from 4th - 28th May (*Thursdays to Sundays*), Edelweiss fans can decompress at the **Unwind Bar** at the Central Rooftop Garden, Lalaport BCC. Like never before, the bar will debut Edelweiss creative cocktail offerings crafted by expert mixologists using Edelweiss Wheat Beer. Patrons can also satisfy their creative cravings by joining “*Sip and Paint*” or Jesmonite sessions while unwinding at the bar. The Unwind Bar will then make its pitstop at Hin Bus Depot, Penang from 2nd - 4th June.

“Following the success of Chalet Edelweiss Unwind in Genting Highlands, we felt the need to bring the fun and playfulness to the city,” said Willemijn Sneep, Marketing Director of HEINEKEN Malaysia. “Edelweiss Weekend Unwind is a space where people can come together, enjoy the present moment and immerse themselves in a weekend filled with relaxation and entertainment at an easily accessible venue. We’re thrilled to also be able to provide a platform for our tastemakers to create unforgettable moments with their fans.”

Edelweiss is proud to be able to partner with seven content creators to offer one-of-a-kind series of activities, carefully crafted for their fans and followers to relax, unwind and bond with like-minded peers. Among them are singer-songwriter and youtuber [Haoren](#) as well as [Emily Chan](#), a familiar face to the local TV and film scene. Joining them are Youtube and Instagram personalities [Changyong](#) and [Shusen](#). Rising star [Kendra Sow](#) will also be present. Last but not least, Edelweiss Weekend Unwind welcomes lifestyle fashion influencer turned entrepreneur [Josephine Yap](#) and Malaysia’s TikTok sweetheart [Shi Qi](#).

In Lalaport, Edelweiss Weekend Unwind designates a pop-up market in collaboration with **Pingmin Market** (平民市集), a well-known platform for local artisans to showcase their crafts. Visitors to Edelweiss Weekend Unwind at Hin Bus Depot can explore the vibrant **Hin Market**, which offers an eclectic mix of food, art, and cultural experiences. The markets will be a great opportunity to immerse yourself in the local culture and meet local makers.

Edelweiss Weekend Unwind is open for non-Muslims aged 21 and above. Register for free passes [here](#) and discover the playful side of life with Edelweiss.

For more information about Edelweiss Weekend Unwind, please visit:

[Edelweiss Weekend Unwind](#)

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

<https://bit.ly/EdelweissWeekendUnwind>

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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.