

For Immediate Release

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HEINEKEN Malaysia Presents Star Academy 2023 Where Passion Meets Precision

HEINEKEN Malaysia is calling for bartenders to master their skills and win a trip to Amsterdam

PETALING JAYA, 8 May 2023 – Get ready to raise your glasses as the ultimate bartender’s test is back once again! With its passion for consumers and a commitment to excellence, HEINEKEN Malaysia Berhad (HEINEKEN Malaysia) is setting the standard for bartenders with the return of Star Academy 2023 through its new and improved 2023 National Star Academy Championship and Regional Quality Training. With a mission to educate, recruit, challenge, and crown the 2023 champion, the brewer is calling all bartenders across the nation to join the elite ranks and take their skills to the next level.

Vasily Baranov, Sales Director of HEINEKEN Malaysia said, "At HEINEKEN Malaysia, our commitment goes beyond the brewery as we train and empower our partner bartenders to deliver exceptional consumer experiences. Through our yearly Star Academy programme, we want to equip bartenders across Malaysia with the product knowledge and technical know-how to serve the perfect glass of beer while inspiring them to strive for excellence, and in turn, raise the bar for the industry."

Star Academy 2023

This year’s new and improved HEINEKEN Malaysia’s National Star Academy Championship and Training will be more comprehensive than ever before, as the brewer will be combining both its Heineken® Star Quality and the Guinness Perfect Pour programmes to be held in Selangor, Johor, Penang, Perak, Sabah, and Sarawak.

Bartenders will go through an immersive experience as they engage their senses in mastering beer taste profiling, as well as perfecting the Heineken® Star Quality Pour and Guinness Perfect Pour. The training will empower bartenders with newly acquired skills, allowing them to earn their credentials and excel in serving the perfect glass of beer. As a result, bar-goers will be able to enjoy the best-tasting glasses of Heineken® and Guinness when they order their favourite beers.

Beyond the training sessions, bartenders will also be competing to be crowned as the 2023 champion by showcasing their skills in the taste profiling tests and executing the Heineken® Star Quality Pour and Guinness Perfect Pour flawlessly. This competition will not only test the

bartenders' ability to identify a quality draught beer but also enhance their understanding of the diverse range of taste profiles offered by HEINEKEN Malaysia's extensive selection of beer styles. The National Star Academy Champion will then be crowned at the finale in September 2023. The winner will walk away with an all-expenses paid trip to Amsterdam, where Heineken® was first brewed, for both the champion bartender and the bar owner or a representative.

Taking things up a notch this year, Star Academy is also introducing the Star Academy Mastership public event a day after the finale, where beer enthusiasts can also try their hand at mastering the perfect pour.

Regional Master Class

HEINEKEN Malaysia's commitment to quality is the driving force behind Star Academy's approach to excellence. To ensure that the highest standards were met across all regions, Star Academy kicked off the year with a series of Regional Master Class held in non-urban areas, including Langkawi, Alor Setar, Kluang, Muar, Segamat, Sandakan, Bintulu, Melaka, and Sitiawan. This meticulous approach to quality assurance reinforces HEINEKEN Malaysia's dedication to delivering exceptional experiences to its consumers in Malaysia.

Star Academy 2023 Challenges

For the first time ever, Star Academy is also rolling out innovative challenges for bartenders to push their boundaries and showcase their culinary creativity through beer-infused food and drink creations. Challenges include:

- **Beer Mixology Throwdown Challenge:** Bartenders are called to showcase their mixology skills by creating cocktails, infused with HEINEKEN Malaysia-branded beers. The winning cocktail will be awarded a recognition plaque and travel voucher.
- **Guinness Food Infused Challenge:** Chefs are called to unleash their imagination and create exciting, original, and inventive ways to infuse Guinness in their meals. The winning dish will be awarded a recognition plaque and travel voucher.

Book Your Spot

To participate in this year's Star Academy training, bartenders at participating HEINEKEN outlets, including restaurants, pubs, and bars, may register their interest at the Star Academy website at www.star-academy.heinekenmalaysia.com. As for beer enthusiasts, stay tuned for the Star Academy Mastership event in September and take on the challenge of mastering the Heineken® Star Quality Pour and Guinness Perfect Pour.

For more information on HEINEKEN Malaysia and the company's initiatives, please visit www.heinekenmalaysia.com.

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About Heineken Malaysia Berhad

HEINEKEN Malaysia is one of the leading brewers in the country with its portfolio of iconic international brands. 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 smooth and creamy **Guinness Draught in a Can**
- The premium wheat beer born in the Alps **Edelweiss**
- The New Zealand inspired cider **Apple Fox Cider**
- The all-time local favourite **Anchor Smooth**
- The premium Irish ale **Kilkenny**
- The real shandy **Anglia**
- The wholesome, premium quality non-alcoholic **Malta**.

HEINEKEN Malaysia is committed to advocating responsible consumption by championing responsible drinking behaviours through its Enjoy Responsibly campaign. HEINEKEN Malaysia's corporate social responsibility initiatives are carried out by its CSR arm, **SPARK Foundation**, focusing on environment and community partnerships.

HEINEKEN Malaysia through its e-commerce platform, Drinkies now delivers chilled beers and ciders on demand. Drinkies also offers freshly tapped beers to cater for home parties and other events including weddings and corporate dinners. For enquiries, call 012-281 8888 or visit www.drinkies.my.

Listed on the Bursa Malaysia Main Market, the principal shareholder of HEINEKEN Malaysia is G.A.P.L. Pte Ltd headquartered in Singapore. GAPL Pte Ltd is 100% owned by Heineken N.V.

For more information, please visit: www.heinekenmalaysia.com

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