



### **Guinness Celebrates the Harvest Festival with Fans**

*Guinness introduces exclusive promotions, exciting giveaways and outlet activations to elevate the festive occasion for fans up until 31<sup>st</sup> May for Hari Gawai and Kaamatan.*

**KUALA LUMPUR, 19 May 2023:** With Hari Gawai and Kaamatan coming up, Guinness, Malaysia's favourite stout, wants to spread the festive cheer to its loyal fans. The brand has lined up exclusive promotions, limited-edition prizes as well as exciting outlet activations all month long for East Malaysian fans.

Guinness is adding a dash of magic to the festive occasion for fans to enjoy when they purchase Guinness and other \*participating Heineken Malaysia Berhad brews. When fans spend RM95 and above at selected bars, restaurants and supermarkets, they stand to win exclusive prizes, namely a KTV System, Smart Watch or even a Smart Phone. All they have to do is send a photo of their receipt by scanning the QR code provided, or they can WhatsApp their receipts to +6018-2889487.

But that's not all - when consumers purchase six big bottles of Guinness or any of the \*participating HEINEKEN Malaysia brews at selected food courts and coffee shops, they can also redeem a limited-edition set of Guinness Miniature Glass, while stocks last. The promotions and giveaways will be available until the 31<sup>st</sup> of May for fans to elevate the Harvest Festival celebrations all month long.

"With the annual Harvest Festival celebrations around the corner, Guinness wants to celebrate with its East Malaysian fans through a series of exciting activations and limited-edition giveaways. Whether they're celebrating at home or at participating outlets, we hope their favourite HEINEKEN Malaysia products will add to the joyous mood and festivities," said Shaun Lim, Marketing Manager of Guinness Malaysia.

To add to the merriment, there will be a series of exciting activities at selected pubs and bars too. Fans can expect to experience cultural dance and singing performances, live band and lucky draw sessions, alongside games and photo booths at the outlet to commemorate the occasion all month long. To find out more information about the locations and dates of outlet activations happening near you, visit [HERE](#).

Besides Guinness, other \*participating HEINEKEN Malaysia brews include Heineken®, Tiger Beer and Tiger Crystal. 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. To find out more about Guinness, check out: @GuinnessMY on Instagram or [www.facebook.com/guinnessmalaysia](http://www.facebook.com/guinnessmalaysia).

**PRESS RELEASE**

*For immediate release*



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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](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.

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).