

Media Release

For Immediate Release



**Celebrate 150 years of Good Times with Heineken® —
One Way or Another**

From the new and improved Starclub experience @ Good Vibes Festival to exclusive Heineken® merchandise made in collaboration with local tastemakers; Malaysians are about to get a fresh taste of good times with Heineken®



KUALA LUMPUR, 6TH JUNE 2023 – Heineken® is celebrating its 150th anniversary, but forget the candles—Heineken® wants to honour how *you* celebrate good times. Heineken® is collaborating with local pop culture icons Good Vibes Festival, fashion label Motherchuckers and film lab Darkroom8 to blend global inspirations into local experiences to bring you extraordinary activations and limited-edition merchandise this year.

Freddy Heineken once said, “I don't sell beer. I sell ‘gezelligheid’ or ‘Good Times’,” and that's what Heineken® is still all about. With a global reach spanning over 190 countries, Heineken® has become a legend—transcending borders and connecting people through good times and their own unique ways of enjoying the brand, one way or another.

"In celebration of 150 years of good times with Heineken®, we are embracing all the different ways people around the globe enjoy our brand. Whether it's drinking Heineken® over ice or unintentionally misspelling our brand's name in the most creative of ways—Heineken® has become a global icon, bringing us all together one way or another," said Willemijn Sneep, Marketing Director at HEINEKEN Malaysia.

Kicking off its series of good times collaborations, Heineken® is partnering with Good Vibes Festival for an exciting on-ground experience that promises to dial up the fun.

For the past 10 years, Heineken® has had a constant presence at Good Vibes Festival, a music festival synonymous with good times. Heineken® is excited to commemorate Good Vibes Festival's 10th anniversary while celebrating its own 150th milestone.

Get ready for an unforgettable experience at Starclub @ Good Vibes Festival, featuring diverse music themes from around the world. Heineken® brings you a truly global lineup curated by renowned Malaysian [Blink](#), known for his international success. On Friday, [Nakadia](#) will transport you to the energetic 'Berlin Techno' scene, while [DJ Irwan](#) brings scorching 'NYC Hip Hop' vibes on Saturday. Don't miss [Jay Hardway](#) on Sunday who will deliver that explosive 'Amsterdam Big Room' sound. Joining them throughout the festival are Malaysian DJs; the legendary duo [LAPSAP](#), DJ and fashion influencer extraordinaire [Ashley Lau](#) who will spin alongside TikTok DJ sensation [Jovynn](#) and many more acts. Check out the full [Greenroom DJ lineup](#) for Starclub @ Good Vibes Fest below.

Starclub @ Good Vibes Festival will also house many other engaging attractions created in collaborations with Malaysia's favourite homegrown brands. Content creator Jane Chuck with her fashion label Motherchuckers will unveil an ultra-exclusive Heineken® 150 x Motherchuckers limited edition collection to elevate your style. Darkroom8 will introduce the limited edition Heineken® 150 x Darkroom8 reusable film camera accompanied by a special beer filter, so that you can capture good times like never before.

Since good times, good music and the World's No. 1 international premium beer go hand-in-hand, Heineken® is giving out 10 pairs of tickets to an international music festival in 2024 and 100 pairs of 3-day passes to this year's Good Vibes Festival—so raise a glass and join the Heineken® nationwide contest that will be held from 1 June to 15-July. All you have to do is purchase Heineken® from participating outlets or buy it online from Drinkies.com and submit your contest entry. This contest is subject to terms and conditions and is only valid during the promotion period.

For more information, stay tuned to constant updates on the [campaign's page](#) as we unveil more exciting details about the campaign in the coming weeks, and follow Heineken® on <https://www.instagram.com/Heinekenmy/>, <https://www.facebook.com/HeinekenMYS> and the hashtag #He150ken.

Heineken® and all related promotions and activities are strictly for non-Muslims aged 21 and above only. Heineken® advocates responsible consumption. When you drive, never drink. Please #EnjoyResponsibly.

—END—

Note to editors:

Greenroom, Starclub @ Good Vibes Festival DJ Lineup:		
Berlin Techno, Friday 21 July 2023	NYC Hip Hop, Saturday 22 July 2023	Amsterdam Big Room, Sunday 23 July 2023
<ol style="list-style-type: none"> 1. Nakadia 2. Lapsap 3. Ashley Lau & Jovynn 4. Jay vs Anlka 	<ol style="list-style-type: none"> 1. DJ Irwan 2. Nahsyk 3. Ashes 4. DJ Julian 	<ol style="list-style-type: none"> 1. Jay Hardway 2. Bass Agents 3. Dirty Signal 4. Ken Fung & The Sim

Download high-resolution images in our online press kit at: <https://bit.ly/heineken150>

For editorial enquiries or further information, please contact:

<p>Hisyam Shamsuddin hisyam@commaspr.com +60 11-5915 9797</p>	<p>Lim Dee Ying deeying@commaspr.com +60 17 812 0918</p>
--	--

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