



**PRESS RELEASE**

*For immediate release*

## **GUINNESS FLAVOUR BY FIRE BLAZES BACK WITH FIERY INFUSIONS**

*Firing Up The Grills, Renowned Chefs Take Malaysians Beyond The Ordinary*

*At Upcoming Festival.*



*Not your ordinary barbecue! Tantalise your taste buds at Flavour by Fire with a variety of specially curated Guinness-infused flame-cooked meats and seafoods by renowned chefs. Photo: A Guinness-infused flame-cooked chicken dish by the renowned Chef Sherson.*

**KUALA LUMPUR, 13<sup>th</sup> July 2023** – Guinness Malaysia invites fans and food enthusiasts to come together and discover a taste experience beyond the ordinary, made possible through the power of fire and infusion. **Guinness Flavour By Fire** returns with a bigger line-up of renowned chefs to fire up the flavours of Guinness-infused flame-cooked foods to entice your taste buds. Level up and savour the extraordinary, happening this 18<sup>th</sup> – 20<sup>th</sup> August at Sentul Depot, Kuala Lumpur, and 2<sup>nd</sup> – 3<sup>rd</sup> September at Fort Cornwallis, Penang.

At Flavour By Fire, Guinness will unlock a plethora of flavours to excite the palate. Flame-cooked foods undergo the Maillard reaction releasing distinctive rich flavours, textures, hues, and aromas. And when it comes to understanding this phenomenon, no beer surpasses Guinness. Brewed with fire-roasted barleys (at 232° Celsius) it boasts a distinctive taste that reigns supreme.

The chefs' culinary prowess and mastery over fire take centre stage at the festival. Going beyond the ordinary, they will fire-up up a variety of creative Guinness-infused dishes, bringing out bold and exciting flavours, tantalising one's taste buds.

"Guinness has a sensational depth of flavours that chefs know how to appreciate, and that drinkers can't resist. As people are constantly on the lookout for fresh, conversation-worthy food adventures, our festival is the perfect occasion for fans and foodies alike to come together and indulge in an authentically Guinness experience you won't find anywhere else," said **Shaun Lim, Marketing Manager - Wheat Beer, Stout & Diageo Brands at HEINEKEN Malaysia**.

"A memorable experience can be defined in many ways but for Guinness it's great stout, great food, and great company," added Lim.

All this, set against a backdrop of lively local musicians and a variety of engaging activities promises to ignite the convivial atmosphere that Guinness fans have come to know, love, and expect.

Don't miss **Guinness Flavour by Fire** festival - register on <https://www.guinnessflavourbyfire.my/> . The first 500 to attend the festival daily will receive a complimentary Guinness Draught.

**Experience more with promotions and prizes:**

In the meantime, visit our participating outlets and stand to win exciting prizes including exclusive invites to the festival **Finale Party, Arthur's Storehouse dining vouchers** and **Guinness smoky marinade sauce**. There's more. Head to your nearest convenience store and stand to win a Guinness mini fridge filled with Guinness Draught In A Can with every purchase of a Guinness Draught or Guinness Foreign Extra Stout. All promotions are valid while stocks last.

Guinness fans and foodies can also try their own "skill" at creating Guinness infusion recipes via a fun digital contest. **Three winners** will see their "infusion recipes" brought to life, **fire-cooked and prepared by chefs in real-time at the festival!** Rally on Guinness Instagram and/or Facebook today to upload your emoji "recipes" and tag @GuinnessMY to participate.

At the festival, take part in the **Long Bar Challenge** to get your hands on exclusive Guinness T-shirts, vouchers, or merchandise. Then get your selfie photograph imprinted on your creamy Guinness head at our **Guinness STOUTie** machine stations.

Go for more with a **Party Keg!** Gather a group of 10 friends and enjoy a private experience in a cordoned-off space with access to your own bar. The Party Keg comes with a stack of 70 Guinness vouchers redeemable on any festival day, a scrumptious food platter valued at RM300 and one (1) entry to the Long Bar Challenge.

You can also take home flavours beyond the ordinary in the form of a Guinness infused meat rub, complimentary with every purchase of Guinness Draught In A Can (GDIC) via DRINKIES at the festival.

For more information, visit <https://www.guinnessflavourbyfire.my/> or check out Guinness Malaysia's socials at [www.facebook.com/guinnessmalaysia](http://www.facebook.com/guinnessmalaysia) and [www.instagram.com/guinnessmy](http://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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**For editorial enquiries or further information, please contact:**

**Jeninder Kaur Gill**

Head of PR

Sambal Lab Sdn Bhd

E: [jenny@samballab.com](mailto:jenny@samballab.com)

M: +6012 2330124

**Salini Muniandy**

Public Relations Manager

HEINEKEN Malaysia Berhad

E: [salini.muniandy@heineken.com](mailto:salini.muniandy@heineken.com)

M: +6016 426-5079

**Arvina Gill**

Brand Public Relations Specialist

HEINEKEN Malaysia Berhad

E: [arvina.kaugill@heineken.com](mailto:arvina.kaugill@heineken.com)

M: +6012 422-6816

**About 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 smooth and creamy **Guinness Draught in a Can**
- 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**
- The wholesome, premium quality non-alcoholic **Malta**.

HEINEKEN Malaysia through its e-commerce platform, Drinkies now delivers chilled beers and ciders on demand. 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 Enjoy Responsibly 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 G.A.P.L. 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)