



PRESS RELEASE

For Immediate Release

Celebrate the magic of the Mid-Autumn Festival with Guinness Mooncakes

The Beer Factory (TBF) and Guinness Malaysia have collaborated once again to release the limited-edition Guinness Snowskin Mooncakes for 2023; available for purchase on TBF's website.

KUALA LUMPUR, 19th September 2023: The Mid-Autumn festival is just around the corner, and that only means one thing – it is time for delectable mooncakes! This year, The Beer Factory (TBF) has once again partnered with Malaysia's favourite stout, Guinness, to create the limited-edition Guinness Snowskin Mooncakes.

This time around, the limited-edition mooncakes offer a more pronounced and balanced taste profile. The combination of alcohol-infused golden bean paste centre, coupled with deep roasted flavours of Guinness and chocolate-infused lotus paste, packaged with the velvety snowskin creates a harmonious and magical taste experience.

Housed in packaging designed with a blend of modernity and a touch of retro to capture the essence of the festival, two pieces of mooncakes are priced at RM88. Ideal for gifting, or even to be savoured together with loved ones, fans can make their purchases via TBF's [website](#), while stocks last.

"The wait is finally over for lovers of the iconic Guinness Snowskin Mooncakes. We have meticulously sourced the finest ingredients to ensure the utmost quality and consistency in every bite of this delightful delicacy to deliver an enhanced flavour profile. This reflects our unwavering commitment to deliver the best mooncake experience to our cherished customers who always look forward to celebrating the Mid-Autumn Festival with our mooncakes," said Kent Chua, TBF founder.

"We are thrilled to partner with TBF once again to add a dash of magic to the ways our fans celebrate the Mid-Autumn Festival with the iconic Guinness Snowskin Mooncakes. At the heart of the brand's DNA, Guinness is all about bringing people together, which is also the essence of this much-celebrated festival. Our mooncakes are the perfect accompaniment, sure to elevate the festivities," said Shaun Lim, Marketing Manager of Guinness Malaysia.

For more information and to purchase the exclusive Guinness Snowskin Mooncakes, visit the-beer-factory.com/product/guinness-snowskin-mooncake/. For more information on Guinness, visit the brand's social media pages on [Instagram](#) and [Facebook](#).

*Guinness Snowskin Mooncakes can be picked up from the following TBF outlets, upon successful purchase via the website, between 3 pm and 6 pm:

- TBF Hartamas
- TBF SS2
- TBF Bandar Puteri Puchong
- TBF Sunway Giza
- TBF Rawang
- TBF Taman Midah Cheras



- TBF EcoHill Semenyih
- TBF Sunway Geo
- TBF Kiara Bay Kepong
- TBF Summerton Penang
- TBF Raja Uda Butterworth
- TBF Eco Bloom Simpang Ampat
- TBF Melaka

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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.