

For Immediate Release

22 September 2023

Cheers to the Champions: HEINEKEN Malaysia Crowns the Top Bartender

Regional champions from six states gathered to compete at the 2023 Star Academy National Finals.



PETALING JAYA, 22 September 2023 – Heineken Malaysia Berhad (HEINEKEN Malaysia) today celebrated the 2023 Star Academy National Finals, crowning J'Shua Chua, from JJ Wine and Tapas, Johor, as he emerges as the 2023 National Champion, walking away with an all-expense paid trip to the Home of Heineken® – Amsterdam!



Today's final showdown marked the end of HEINEKEN Malaysia's 2023 National Star Academy Championship and Training launched earlier this year where the brewer successfully equipped bartenders across the nation with the product knowledge and technical know-how to serve the perfect glass of beer. During the training, the brewer was also in search of each region's top bartender to compete in today's riveting finale.



In his opening remarks, Jimmy Ding, Sales Director of HEINEKEN Malaysia said, "For bar-goers to be able to enjoy their favourite beers, we at HEINEKEN Malaysia know that our commitment to serving our customers the best beers goes beyond the brewery. We truly value our partner bartenders and believe that it is crucial to educate and equip them with the knowledge and skills they'll need to serve top-quality beers. We were immensely proud to have over 1,250

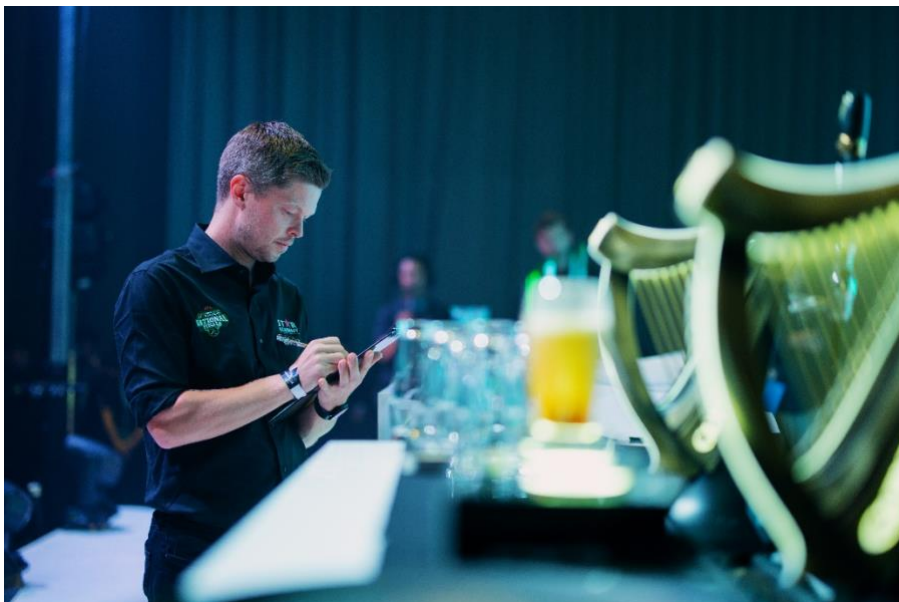


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participants join this year's National Star Academy Championship and Training, working hand-in-hand with us to raise the bar together!"



With a mission to raise the bar for the industry, the National Star Academy Championship and Training provided bartenders from KL/Selangor, Johor, Penang, Perak, Sabah, and Sarawak with an immersive experience as they engaged their senses in mastering beer taste profiling, as well as perfected the Heineken® Star Quality Serve and Guinness Perfect Pour.



The Star Academy National Finals saw trainers Cian Hulm, Commercial Quality Manager, and Wayne Wong, Commercial Quality Lead of HEINEKEN Malaysia as the key judges; as well as two special guest judges – Gerard Anselm, Star Academy Trainer from HEINEKEN Malaysia,

and Thomas van Boheemen, Star Quality Manager, from the HEINEKEN Company, all the way from Amsterdam.



At the Star Academy National Finals 2023, fans witnessed the final showdown as the region's top bartenders tested their abilities in serving the Heineken® Star Quality Pour and Guinness Perfect Pour. Beyond that, the bartenders' presentation skills and engagement with the audience were also put to the test.



The brewer crowned the national champion crowning J'Shua Chua, from JJ Wine and Tapas, Johor, alongside Yeoh Seng Yao from Maze Eatery and Bar, Perak, who emerged as the runner-up; as well as James Aloysius Mojitu from Stylo Marriott Sabah who came in at third place.



National Champion J'Shua Chua, from JJ Wine and Tapas, Johor, said, "I'm so glad to be able to be a part of this year's Star Academy's National Finals! Indeed, the competition was tough, and I've been able to challenge myself alongside my fellow bartenders across Malaysia. Thank you, HEINEKEN Malaysia and cheers, to the perfect glass of beer!"



For more information on HEINEKEN Malaysia's Star Academy, visit <https://star-academy.heinekenmalaysia.com/>. HEINEKEN Malaysia's beers, stout, cider and all related



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promotions and activities are strictly for non-Muslims aged 21 and above only. HEINEKEN Malaysia advocates responsible consumption and urges consumers to not drink and drive.

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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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