

## **PRESS RELEASE**

*For Immediate Release*

### ***Cheers to a Bolder Tomorrow with Tiger this Year of the Dragon***

*Tiger is ushering in the new year with exciting nationwide promotions, in-mall experiences, exclusive merchandise, as well as a 'Bolder Tomorrow' Instagram Filter specially for Malaysians.*

**18<sup>th</sup> December 2023, KUALA LUMPUR** – People often set goals for the new year, but don't always take the time to acknowledge the progress they have made. With the formidable force of the Tiger and the Dragon this Chinese New Year (CNY), Tiger Beer wants Malaysians to celebrate their courageous achievements and be inspired to set even bolder ambitions for the year ahead. This is why the brand is kicking off its CNY 2024 campaign with even more exciting activations and promotions to “Cheers to a Bolder Tomorrow” together.

Tiger will be taking over the concourse area of selected malls as consumers shop in preparation for the auspicious celebration. Larger-than-life on-ground activations will be available at Sunway Velocity (Kuala Lumpur) from 11<sup>th</sup> to 28<sup>th</sup> January, Gurney Plaza (Penang) from 24<sup>th</sup> January to 12<sup>th</sup> February, and Ipoh Parade (Ipoh) from 23<sup>rd</sup> January to 9<sup>th</sup> February where shoppers can win exclusive merchandise. Up for grabs are prizes such as limited-edition Year of the Dragon merchandise from Tiger's exclusive clothing collaboration with Against Lab, and even a personalised Tiger 6-can-pack with customised greetings for loved ones sure to elevate the festive cheer.

Meanwhile, the brand is also kickstarting the festive season for consumers to enjoy an array of enticing promotions near them as early as today! From now until 10<sup>th</sup> February 2024, at participating supermarkets and hypermarkets in Peninsular Malaysia, those who purchase selected Heineken Malaysia Berhad brews can get a free La Gourmet Multi Electric Grill and Hotpot or even a Reunion Dish Plate Set.

There's more! From now until 15<sup>th</sup> February 2024, consumers at selected 99Speedmarts can purchase any two cartons of participating HEINEKEN Malaysia brands and stand to receive a free thermoflask, but that's not all. Tiger is also bringing the celebration to selected coffee shops and food courts with performances, as well as enticing promotions and giveaways from 22<sup>nd</sup> December until 24<sup>th</sup> February 2024. Patrons who purchase big bottles of Tiger, Tiger Crystal, Heineken®, and Guinness can check under their bottle caps to see if they are eligible for the redemption of either an RM8,888 Cash Prize, the Tiger Mahjong Set, or a Reunion Dish Plate Set.

To further elevate the festive cheer, up for grabs is the iPhone 15 Pro Max or even RM88 TnG e-wallet credits – all consumers have to do is buy any two cans of beers under HEINEKEN Malaysia's portfolio of brands at convenience stores, provisions, and mini markets, scan the QR code, and submit the receipt to participate in the contest from 25<sup>th</sup> December to 25<sup>th</sup> February 2024. Shoppers also stand

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to win RM388 TnG E-Wallet Credit or a Heineken® Poker Set when spending RM90 and above on participating brands at pubs and bars from now until 24<sup>th</sup> February 2024.

For those who wish to make their purchases online to enjoy their favourite brews at home this CNY can do so via [Drinkies](#). With the purchase of carton bundles on Drinkies, consumers will receive a La Gourmet Multi Electric Grill and Hotpot from the 2<sup>nd</sup> to the 31<sup>st</sup> of January 2024. For gifting purposes to friends and family during the festive season, consumers can also purchase the Tiger CNY gift wrap on Drinkies which comes with a selection of festive greetings. Shoppers can also check out Shopee and Lazada to purchase brews from the HEINEKEN Malaysia portfolio.

“CNY is a time for us to ‘Cheers to a Bolder Tomorrow’ and celebrate courageous achievements and bold ambitions together. With an array of exciting promotions, giveaways, and activities that will bring Malaysians together, we hope that this inspires Malaysians to acknowledge the progress they have made and to set even bolder ambitions as they charge boldly forward into the new year,” said Julie Kuan, Marketing Manager of Tiger Beer Malaysia.

For more information on the full mechanics and details of promotions as well as the redemption process, head to [tigercny.tigerbeer.com](http://tigercny.tigerbeer.com) for more information. Also check out the brand’s [Instagram](#) and [Facebook](#) for more updates. Tiger and all related promotions and activities are strictly for non-Muslims aged 21 and above only. Tiger 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**

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- 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](http://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](http://www.heinekenmalaysia.com).