



PRESS RELEASE

For Immediate Release

24 January 2024

## Four Wins for HEINEKEN Malaysia at the Putra Brand Awards and Putra Aria Brand Awards 2023

- *Gold for Heineken® and Tiger Beer, and Bronze for Guinness at the Putra Brand Awards.*
- *Bronze for Edelweiss at the Putra Aria Brand Awards.*

**Petaling Jaya, 24<sup>th</sup> January 2024** – HEINEKEN Malaysia won four awards at the Putra Brand Awards and the Putra Aria Brand Awards 2023. Demonstrating continued excellence, the brewer extended its winning streak at the prestigious Putra Brand Awards with Heineken® and Tiger Beer winning Gold, while Guinness took home a Bronze. Edelweiss marked a significant milestone by winning Bronze at the Putra Aria Brand Awards, its first since the brand's launch in Malaysia in 2021. With these wins, HEINEKEN Malaysia's cumulative award count is 43.

Roland Bala, Managing Director of HEINEKEN Malaysia, conveyed his appreciation, "A huge shout out to our consumers for their incredible support and trust in our brands. Of course, all of this would not have been possible without our One Strong Winning team at HEINEKEN Malaysia, whose dedication and hard work have been fundamental to our achievements. These awards affirm our commitment to our purpose of brewing the joy of true togetherness, motivating us to continue enriching our consumers' experiences."

Willemijn Sneep, Marketing Director of HEINEKEN Malaysia, also echoed the sentiment, "2023 has been a meaningful year for us, especially as we celebrated 150 years of good times with our brand Heineken®. We take pride in these recognitions for our brands, especially because this is the first win for Edelweiss, which we launched just two years ago. We continue to be driven by a desire to put our consumers first in everything we do, as we strive to excite and inspire our fans with innovative campaigns that help create new experiences."

In 2023, Heineken® marked its 150<sup>th</sup> anniversary – not just as a celebration of its history but to also honour the celebration of good times. This milestone was commemorated through unique collaborations, including with fashion label Motherchuckers and film lab Darkroom8, to integrate global inspirations into local experiences. Additionally, the brand collaborated with K-Drama Star Park Hyung Sik for The Ghosted Bar, a 'Work Responsibly' campaign addressing the overworking culture in Malaysia and promoting work-life balance, which earned a Bronze Lion at Cannes Lion.



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Last year, Tiger Beer, the World-acclaimed iconic Asian beer, launched the 'Cheers to Bold Beginnings' campaign during the Chinese New Year season, encouraging fans to embrace the spirit of boldness. In celebration of its history and global presence, the brand brought to life the Tiger Den – dubbed as the home of all things Tiger – for guests to join the brand to celebrate its bold stride since the beginning and to continue roaring into the future.

Guinness, Malaysia's favourite and the World's No. 1 Stout, hosted 'Our Day to Remember' for St. Patrick's Day last year, focusing on bringing fans together to celebrate their loved ones and memorable moments. The brand's Guinness Flavour by Fire event made a return, featuring local renowned chefs and Guinness-infused culinary creations for fans to indulge in bold and exciting flavours.

Meanwhile, Edelweiss, the premium wheat beer born in the Alps, introduced the 'Edelweiss Weekend Unwind' in Kuala Lumpur and Penang, presenting a series of events designed to encourage relaxation and joy in everyday life. These events featured a variety of activities, including pop-up markets and workshops, complemented by musical performances and interactive experiences.

HEINEKEN Malaysia is a strong advocate for responsible consumption and constantly encourages consumers to enjoy responsibly and to not drink and drive through its commercial and marketing activities. HEINEKEN Malaysia's products are strictly for non-Muslims aged 21 and above only. For more information on HEINEKEN Malaysia and the company's initiatives, please visit [www.heinekenmalaysia.com](http://www.heinekenmalaysia.com).

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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](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)

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