

PRESS RELEASE

For immediate release

Make it “Our Day to Remember” with Guinness this St. Patrick’s Day

Guinness is making this St. Patrick’s memorable by giving fans the power to turn every pint into a unique representation of themselves.

KUALA LUMPUR, 5th March 2024 – Guinness Malaysia is back with its fan-favourite, month-long St. Patrick’s celebration for Guinness lovers to share the joy as they celebrate its iconicity and Irish heritage. The brand’s 2024 St. Patrick’s campaign is all about making it “Our Day to Remember” as Malaysians get together to commemorate the good times with their friends over their favourite stout. With a series of activations happening at participating outlets and bars from now until the end of March, the brand has lined up an array of exciting activities, games, and giveaways, especially for Guinness lovers to celebrate together.

St. Patrick’s Day is often celebrated over a pint of Guinness with loved ones. To make this year extra memorable for fans, the brand is giving people the power to add their personal touch to the celebration. For the first time ever, Guinness Malaysia is introducing St. Patrick’s charms via AR to showcase their unique touch and give life to their pint. All Guinness lovers have to do is scan the Guinness logo on their pint that will launch a filter of charms using this [link](#), and they can share their very own creations on their social media pages to commemorate the occasion, but that’s not all. When purchasing two sets of Guinness at participating outlets, consumers will receive a free glass, as well as these unique charms brought to life. The brand invites Malaysians to head to different bars to collect them all.

Leading up to the big St. Patrick’s Festival on 14th March 2024, fans can purchase their favourite Guinness products to get the exclusive Guinness Cooler Bag for free. All shoppers have to do is purchase two four-can packs of Guinness Foreign Extra Stout (GFES) or Guinness Draught in a Can (GDIC) at participating hypermarkets, supermarkets, and convenience stores or purchase two sets or buckets of Guinness products at participating pubs and bars. Meanwhile, those who purchase a carton of Guinness products on Drinkies will receive the Guinness Cooler Bag as well. To add to the merriment, Apple Watches are up for grabs at participating convenience stores throughout the campaign period.

“Guinness has always been an icon in the St. Patrick’s Day festivities, and in celebration of making this St. Patrick’s “Our Day to Remember”, we want to reward Guinness lovers with new experiences and giveaways. From a touch of personalisation with our AR filter to make the day truly yours, to expressing yourself with the unique collection of icons at your favourite pubs and bars, we can’t wait to see how our fans celebrate with us this year,” said Shaun Lim, Marketing Manager of Wheatbeer, Stout and Diageo Brands at Heineken Malaysia Berhad.

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Fans who would like to celebrate with Guinness this St. Patrick's Day can do so with their friends at their favourite pubs and bars where there will be St. Patrick's Day activities, stand-up comedy nights, parades, games, live bands and so much more. Check out <https://guinnessstpatricks.com/> for the full list of participating outlets. As for those who want to personalise their pints via AR, they can do so by checking out <https://guinnessstpatricks.com/pint-sized-charm/>.

For more information about the Guinness St. Patrick's campaign, visit <https://guinnessstpatricks.com/>, as well as Guinness Malaysia's social media pages at www.facebook.com/guinnessmalaysia and 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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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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