

PRESS RELEASE

For immediate release

Experience a Refreshing Bold Twist to the Iconic Asian Brew with Tiger Soju Flavoured Lager

“Feel The Twist” as you turn everyday occasions into lively and exciting moments with friends. Join Tiger at the launch party on 10th May with exciting activities and performances featuring South Korean rapper, Loco, at Tropicana Gardens Mall Convention Centre.

KUALA LUMPUR, 17th April 2024 – Tiger Soju Flavoured Lager is a bold twist of Tiger’s iconic lager, flavoured with a touch of soju. It is easy-to-drink, with a hint of sweetness yet retaining the refreshing beer aftertaste. Tiger Soju Flavoured Lager has been made available in Malaysia with Gutsy Grape.

Taking inspiration from the rising prominence of K-culture globally, this product brings a fresh drinking experience for consumers who are looking for an exciting fusion of progressive flavours and innovative experimentation. The campaign messaging of “Feel The Twist” aims to inspire consumers to tap into their playful side and freely express themselves in bold and playful ways, all while elevating their everyday experiences.

See the twist, taste the twist and feel the twist as you enter the world of Tiger Soju Flavoured Lager at the launch party happening at Tropicana Gardens Mall Convention Centre on 10th May 2024 from 7 PM to 12 AM. At the event, guests can redeem complimentary Tiger Soju Flavoured Lager, experience complimentary makeovers with experimental styles, enjoy flavoured cocktails, and take part in exciting games to win exclusive Tiger merchandise, but that’s not all.

The event also features an exclusive pop-up by partner, MiX.STORE, where guests can try Asian snacks from the MiX.STORE x Tiger Soju Flavoured Lager space. Guests can also catch live performances by both international and local acts. Namely, South Korean rapper Loco with multiple platinum hits including ‘Hold Me Tight (Feat. Crush)’, ‘You Don’t Know’, and ‘Too Much (Feat. DEAN)’, local Youtube/dance sensations 3P, hip hop performances by the Ban Huat crew featuring YUNGKAI, S.A.C, and Dato Maw, K-pop dance medleys, as well as live DJ sets by Sherry Alyssa, Queen T and Julian. Those who are interested to “Feel The Twist” can do so by visiting <https://tigersoju.tigerbeer.com> for more information.

“This exciting new addition to Tiger is created for those who are seeking for something more than the usual beer and are on the hunt for something new. Tiger Soju Flavoured Lager is here to shake things up in their regular drinking occasions, encouraging fans to express themselves in playful ways – it’s all about feeling the twist! This is why we have come up with a series of vibrant activities and immersive experiences to create exciting moments and playful adventures for our consumers,” said Willemijn Snee, Marketing Director at Heineken Malaysia Berhad.

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Tiger Soju Flavoured Lager is now available across Peninsular Malaysia in bottles and cans at all major supermarkets, convenience stores, minimarts, bars, restaurants, and online retail channels, including [Drinkies](#). For more information on Tiger Soju Flavoured Lager and the campaign, visit <https://tigersoju.tigerbeer.com>, as well as the brand's social media pages at <https://www.facebook.com/TigerBeerMY> and <https://www.instagram.com/tigerbeermy/>. 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**
- 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.