

For Immediate Release

15 October 2024

HEINEKEN Malaysia's Drinkies Toasts to Double Victory at the Asian Experience Awards 2024*Celebrate with Drinkies with exclusive promotions on Draught Beer Package until 30th October 2024.*

PETALING JAYA, 15 October 2024 – [Drinkies](#), the innovative Direct-to-Consumer (D2C) platform by Heineken Malaysia Berhad (HEINEKEN Malaysia), has triumphed at the prestigious Asian Experience Awards 2024 in Singapore, a platform that recognises the ingenious initiatives of creative companies in delivering meaningful experiences to their stakeholders, clinching not one, but two major victories. The awards include the **Malaysia Product Experience of the Year** and **Malaysia Service Experience of the Year** in the e-commerce category. To commemorate this achievement, consumers can enjoy 10% off Drinkies Draught Beer Packages when signing up with Drinkies, valid until 30th October 2024.

Launched in 2018, Drinkies is one of the pioneering platforms offering an innovative 'online bar' concept, providing consumers with a convenient way to order their favourite alcoholic beverages.

The awards recognise two key projects:

- **Malaysia Product Experience of the Year - E-Commerce**
Bringing the Bar Home: The Draught Beer Party Package: The Draught Beer Party Package by Drinkies transforms home celebrations into vibrant experiences, offering freshly tapped draught beers for any occasion. Launched to meet the rising demand for at-home gatherings, this service features a portable draught beer system that ensures each pour is as fresh and

enjoyable as that from a local pub. To elevate the experience further, the package includes an interactive beer-pouring masterclass, allowing consumers to immerse themselves in the art of pouring beer. This innovative offering has not only strengthened the bond between HEINEKEN Malaysia and its consumers, but has also made it the best-selling draught product on the Drinkies platform.

- **Malaysia Service Experience of the Year - E-Commerce**
Drinkies Turbo Charges Growth Through Star Bar: The Star Bar initiative was introduced on Drinkies to allow users to discover world-class beer brands and local events, reiterating Drinkies' mission to elevate every drinking occasion. Drinkies aims to connect consumers through both digital and in-person experiences, offering exclusive benefits and promotions. Users can enjoy their beers at participating bars in their neighbourhood, redeeming the best bar offers directly through the app. By leveraging a network of HEINEKEN Malaysia-exclusive bars, Drinkies delivers its users a premium drinking experience.

Luke Kakol, Head of Digital & Technology at HEINEKEN Malaysia, shared, "When we first envisioned Drinkies, our goal was to create a convenient, timely, and dependable platform for consumers to easily access their favourite beer and cider. Today, we are proud to see Drinkies recognised at the Asian Experience Awards 2024. Initiatives like the Draught Beer Party Package and Star Bar have set a new standard in the industry for how beer can be enjoyed. With that, we aim to continue raising the bar with our brands in meaningful ways, making sure we continuously find new ways to elevate every drinking occasion. A big thank you to all our consumers, partners, and team for their unwavering support!"

To experience the convenience of Drinkies and order your favourite beverages, download the Drinkies app from the [App Store](#), or [Play Store](#). In conjunction with the wins, enjoy 10% off Drinkies Draught Beer Packages when signing up, valid until 30th October 2024.

For the latest updates and promotions, follow Drinkies on Facebook at [Drinkies Malaysia](#) and Instagram at [@drinkiesmy](#).

Drinkies and all related promotions and activities are strictly for non-Muslims aged 21 and above only. HEINEKEN Malaysia advocates responsible consumption and urges consumers to #EnjoyResponsibly: when you drive, never drink.

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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 bold twist on Tiger's iconic lager **Tiger Soju Flavoured Lager**
- 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**
- Edelweiss, infused with juicy peach flavour, **Edelweiss Peach**
- 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 through its Enjoy Responsibly and When Your Drive, Never Drink campaigns. HEINEKEN Malaysia's corporate social responsibility initiatives are carried out by its corporate responsibility 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 GAPL Pte Ltd headquartered in Singapore. GAPL Pte Ltd is 100% owned by Heineken N.V. For more information, please visit: www.heinekenmalaysia.com

For media enquiries, please contact:**Heineken Malaysia Berhad**

Prithi Sharma

Head of Communications & Sustainability

Corporate Affairs & Legal Department

Email: Prithi.Sharma@Heineken.com**Burson**

Serene Perera

Serene.Perera@hillandknowlton.com

Cell: 010-200 32165

Alvyna Teo

Alvyna.Teo@hillandknowlton.com

Cell: 018-226 3628