

For Immediate Release

18 December 2024

## **HEINEKEN Malaysia Encourages Safe Celebrations with RM10,000 Worth of Grab Ride Vouchers**

*HEINEKEN Malaysia reinforces its commitment to responsible drinking by offering RM10 off Grab rides, urging consumers to choose safe and alternative transportation this festive season.*

**PETALING JAYA, 18 December 2024** – As the year winds down and festive celebrations pick up, HEINEKEN Malaysia is reminding everyone to enjoy responsibly and prioritise safety during this joyous season. To make holiday gatherings safer and more enjoyable, the company is giving away over RM10,000 worth of Grab ride vouchers, encouraging partygoers to opt for alternative transportation.

From 20 December 2024 to 5 January 2025, consumers can use the promo code ‘ENJOYRESPONSIBLY’ to redeem two RM10 Grab ride vouchers every Friday, Saturday, and Sunday—or while stocks last. It’s a simple yet impactful way to ensure safety remains a top priority during holiday celebrations.

“At HEINEKEN Malaysia, we continuously introduce new initiatives and collaborations to ensure our beers are enjoyed safely and responsibly,” said Martijn van Keulen, Managing Director of HEINEKEN Malaysia. “Since 2010, we’ve allocated over 10% of Heineken®’s media spend annually to advocate for responsible consumption, with a total investment of over RM9 million to date. From introducing Heineken® 0.0 in 2019 to our ongoing collaboration with Grab Malaysia, we’re committed to making responsible choices simpler and more accessible for our consumers.”

This year, the company continued to leverage platforms like Formula 1 to amplify its moderation message, with this year’s ‘When You Drive, Never Drink’ campaign featuring Max Verstappen, reinforcing that the best driver is the one who doesn’t drink. The ‘Player 0.0’ initiative brought this message to life locally in Malaysia, engaging over 1,500 participants in a thrilling mobile and sim racing competition highlighting the importance of staying sober behind the wheel.

### **Festive Tips: LOW. SLOW. NO.**

While the holiday season celebrates the Joy of True Togetherness, it’s also an opportunity to stay mindful. Here are the top tips to keep your celebrations safe and joyful:

- **LOW – Let Togetherness Glow:** Keep it light and alternate your beverages with water or lighter options. Keep the holiday glow alive while staying refreshed and balanced.

- **SLOW – For a Festive Flow:** Sip responsibly, savour each drink and stay hydrated. Pairing your drinks with delicious food can enhance the festive spirit and help keep the celebration going.
- **NO – Sometimes It’s Just Plain No:** Not every toast requires alcohol. Make smart choices and enjoy the moment—a mocktail, sparkling water, or a dealcoholised alternative like Heineken® 0.0 can be just as festive!

HEINEKEN Malaysia invites everyone to embrace the spirit of true togetherness this holiday season by making responsible choices. Use the promo code ‘**ENJOYRESPONSIBLY**’ to claim your Grab ride vouchers and ensure a safe journey to and from your celebrations – terms and conditions apply.

HEINEKEN Malaysia’s brand activities and promotions are strictly for non-Muslims aged 21 and above. HEINEKEN Malaysia advocates responsible consumption and reminds everyone that when you drive, never drink.

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

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