

PRESS RELEASE

For Immediate Release

Together We Roar: Honouring Connections with Fellow Tigers

Tiger roars into the new year, inspiring consumers to celebrate their supporters through exciting promotions and activations.

KUALA LUMPUR, 16th December 2024 – This Chinese New Year, Tiger Beer invites consumers to connect and celebrate with their tribe, inspiring everyone to embrace their inner courage to reach their full potential. With its 2025 campaign, *‘Together We Roar’*, Tiger is dedicated to uplifting the spirit of community by bringing consumers closer to those who have supported them throughout their journey. The campaign features energising on-ground activations, promotions, and exclusive collaborations.

Tiger’s mission this year is to remind everyone to cherish the bonds that have fuelled their progress. By celebrating those who have stood by them – their crew, their pack, their day ones – Tiger encourages consumers to share this festive period with those who inspire and uplift.

Brand Activation

Celebrate Your Fellow Tigers at ‘Tiger Town’

From 9th to 12th January 2025, ‘Tiger Town’ will come to life at Piazza, Pavilion Bukit Jalil - a vibrant space where bonds and success roar the loudest. In collaboration with popular Live Cafe Bar, Tǎng Píng, ‘Tiger Town’ will feature an exciting lineup of festive performances, games, and activities celebrating the people who contribute to every journey of progress.

Designed to bring people together in the spirit of celebration, this activation promises an unforgettable experience filled with giveaways, food, crafts, and live music including performances by popular artists 3P and Jeryl Lee. Consumers can book tables for groups of eight at RM 388 for a three-hour session where they will receive 20 bottles (325ml each) from Tiger’s portfolio of beers, a ‘Yee Sang’ set, 16 skewers and six bottles of water as they enjoy Tiger Town. For more information and to secure table bookings now, visit tigercny.tigerbeer.com or pre-register to attend the event [here](#) to receive a free bottle of Tiger Crystal.

“Chinese New Year is a time for us to roar together as we make courageous strides into the Year of the Snake. With an array of exciting promotions, activations, and giveaways designed to bring fellow Tigers closer together, we are eager to see how our consumers celebrate and energise their connections with the people closest to them. This year, we are thrilled to collaborate with Tǎng Píng to create a vibrant Tiger Town experience, where bonds and success are celebrated in the spirit of festivity,” said Julie Kuan, Marketing Manager of Tiger Beer Malaysia.

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Promotions and Giveaways

Tiger is also bringing the festive cheer to selected coffee shops and food courts with enticing promotions from now until 15th February 2025. Patrons who purchase big bottles of Tiger, Tiger Crystal, or selected beers under HEINEKEN Malaysia's portfolio of brands can check under their bottle caps to see if they are eligible for the redemption of the 10g 999.9 Tiger Gold Coin, a Tiger Automatic Card Dealer, or Tiger premium playing cards. When at participating bars and pubs, patrons stand to win the Tiger Mahjong Set and RM 88 TnG E-Wallet credit when spending RM 90 and above on participating brands.

At hypermarkets and supermarkets, consumers can look forward to exclusive giveaways such as the Bear Multicooker Hotpot and the La Gourmet Cast Iron Pot, while selected 99Speedmarts will offer collectible Thermoflasks. Shoppers at convenience stores, provisions, and mini markets who purchase cans of beers under HEINEKEN Malaysia's portfolio of brands can scan the QR code and submit the receipt to participate in a contest to get their hands on the Samsung Galaxy Z Fold6 or RM 88 TnG E-Wallet credit.

For those who wish to enjoy their favourite brews at home this CNY, [Drinkies](#) offers the perfect solution. With the purchase of carton bundles on Drinkies, consumers will receive a Bear Hotpot and a La Gourmet Cast Iron Pot from now until 12th February 2025.

For more information on the activation and promotion mechanics, head to tigercny.tigerbeer.com and follow the brand's [Instagram](#) and [Facebook](#) for more updates. All promotions are subject to T&Cs and available while stocks last. 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 with its portfolio of iconic international brands is the leading brewer in the country. The Company brews, markets and distributes:

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- 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 World's No. 1 cider **Strongbow Apple Ciders**
- 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 through its e-commerce platform, Drinkies now delivers chilled beers and ciders on demand. Drinkies also offers freshly tapped beer to cater for home parties and other events including weddings and corporate dinners. For enquiries, call 012-281 8888 or visit www.drinkies.my.

The Company continues to lead the responsible drinking agenda through its Enjoy Responsibly campaign. The corporate social responsibility arm of HEINEKEN Malaysia, **SPARK Foundation** was established in 2007 to grow with local communities in the areas of environmental conservation and education for a better tomorrow. Be the SPARK for change and visit www.sparkfoundation.com.my for more information.

Listed on the Main Market of Bursa Malaysia, HEINEKEN Malaysia's principal shareholder is G.A.P.L. Pte Ltd based in Singapore. GAPL Pte Ltd is 100% owned by Heineken N.V.

For more information, please visit: www.heinekenmalaysia.com