



PRESS RELEASE

For Immediate Release

HEINEKEN® REFRESH YOUR MUSIC RETURNS WITH MUSIC POP-UPS— BREAKING ROUTINES, BEATS AND SOCIAL BUBBLES

Setting the Stage for the Ultimate Refresh Your Music Finale

KUALA LUMPUR, 16 April 2025 — Heineken® Refresh Your Music is back to elevate the music experience beyond just refreshing playlists. This year, it's also breaking social bubbles and redefining how music brings people together.

Heineken® is shaking up the scene with **REFRESHING SESSIONS**—a bold new pop-up music series crafted to ignite unexpected connections, uniting music lovers who might have never met otherwise. It's about stepping outside the ordinary, discovering fresh sounds, and creating unforgettable moments with strangers turned friends—all inspired by Heineken®.

To bring this experience to life, Heineken® is partnering with the **Timeleft app**, a platform designed to connect strangers and spark real conversations. Through the app, consumers can participate in the **REFRESHING SESSIONS**—meeting new people and expanding their social circles. This collaboration perfectly aligns with Heineken®'s dedication to fostering genuine connections at the pop-up events.



Caption: Willemijn Sneep, Marketing Director of Heineken Malaysia Berhad, officiating the rollout of the brand's first-of-its-kind Refreshing Sessions – a bold new pop-up music series uniting music lovers.



Heineken®'s invite-only **REFRESHING SESSIONS** will transform everyday spaces—think **lifestyle gyms, grocery stores, and bookstores**—into **unexpected music hotspots**. These surprise pop-ups will open refreshing new ways to inspire people to make new connections and expand their social circles, creating opportunities to engage with other music lovers in dynamic settings.



Caption: Heineken® Refreshing Sessions will transform everyday spaces—think lifestyle gyms, grocery stores, and bookstores—into unexpected music hotspots.



Caption: Strangers turn into music buddies - brought together by Heineken®.



These sessions set the stage for **Heineken® Refresh Your Music 2025 in June** —a high-energy celebration featuring genre-blending artists, culminating in an unforgettable performance by an international DJ superstar. With fresh beats, bold collaborations, and boundary-pushing sounds, Heineken® is redefining how music is experienced.

The movement kicked off with a **media launch preview at Good Juju Barbell Club**, where Heineken® transformed the gym into a high-energy music space fusing unique DJ beats like never before. Guests embraced fresh sounds, stepped outside their musical comfort zones, and experienced an unforgettable night with bold beats, good vibes and the refreshing taste of Heineken®.

Double the Decks, One Epic Sound:

At every **REFRESHING SESSION**, an epic DJ experience awaits—pushing the boundaries of sound in all the right ways. And the first **REFRESHING SESSION**'s highlight? A high-octane DJ collab between Blink and DJ Ashley Lau—two powerhouses on the decks, spinning face-to-face to craft one epic, genre-blending soundscape. Their chemistry set the tone for what **REFRESHING SESSIONS** promise every time: bold DJ pairings, fresh musical fusions, and a journey that redefines music discovery—brought together by Heineken®.



Caption: DJs Blink and Ashley Lau set the tone for fresh musical fusions and bold pairings for the upcoming Refreshing Sessions.

Next Stop: Who's Spinning Next?

Don't miss the next **REFRESHING SESSION** landing at **QRA**, where Heineken® will transform the supermarket into a dynamic entertainment venue. The energetic vibe will then cross over to the aisles



of **Eslite Bookstore** with more fresh beats and unexpected encounters. Just like at Good Juju Barbell Club, **epic DJ experiences** await, and strangers will turn into music buddies via the Timeleft app. Find out how to be part of these exciting **REFRESHING SESSION** by staying tuned to Heineken® on [Instagram](#) and [Facebook](#).

Exclusive Rewards:

Attendees of **REFRESHING SESSIONS** will receive **exclusive passes to Heineken® Refresh Your Music 2025** and by purchasing Heineken®, they also stand to win a limited-edition **Heineken® vinyl player**, bringing the thrill of discovery into their own hands.

Shaun Lim, Marketing Manager of Heineken Malaysia, said, "We're incredibly excited to bring back Heineken®'s Refresh Your Music for the third year running, continuing to inspire fans to explore new sounds and break out of their musical routines. From the start, 'Refresh Your Music, Refresh Your Nights' has been more than just a tagline—it's a movement. It's about pushing boundaries, creating unexpected moments, and bringing people together through the power of music."

"This year, we're taking it even further. It's no longer just about refreshing playlists—it's about transforming how music is experienced and turning strangers into friends. **REFRESHING SESSIONS** are designed to spark unexpected connections, **bringing together music fans who might never have crossed paths. It's about breaking routines, embracing fresh sounds, and creating meaningful unforgettable moments with new faces—all inspired by Heineken®.**"

Follow Heineken® on [Instagram](#) and [Facebook](#) for the latest DJ lineup and to secure your exclusive, limited invites to the **REFRESHING SESSIONS**—an unforgettable musical journey not to be missed. Heineken® and all campaign events are strictly for non-Muslims aged 21 and above. We're all about being responsible—when you drive, never drink. Please #EnjoyResponsibly.

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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:

- 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 flavor – **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