

PRESS RELEASE
For Immediate Release

Tiger Beer Unveils Bold New Look with Spectacular Brewery Showcase

Fresh Design, Same Iconic Brew “Uncaged” through Bold Projection Display

KUALA LUMPUR, 18th April 2025 – Tiger Beer marked a new chapter in its legacy with the official unveiling of its new visual identity, reflecting the brand’s progressive spirit and bold ambition to drive innovation. To commemorate this milestone, Tiger Beer hosted an exclusive event at Heineken Malaysia featuring a projection mapping display of the new design on the brewery’s façade.

Since its inception in 1932, Tiger Beer has been synonymous with breaking barriers and challenging conventions. The latest packaging refresh embodies this fearless spirit, reinforcing the brand’s ambition to progress while staying true to its world-acclaimed taste. The new look features a courageously rising tiger - a symbol of ambition and determination - set against a modernised palette of deep blue, dynamic orange, and premium silver. Drawing inspiration from the "claw" shape found in the "i" and "g" of the Tiger logo, the refreshed design represents unstoppable progressiveness and serves as a proudly bold symbol to inspire drinkers everywhere to Uncage Their Tiger.

"Tiger has always stood for progress and this refreshed look is a bold move to uncage our true potential," said Willemijn Sneep, Marketing Director of HEINEKEN Malaysia. "It’s more than a design update - it’s a reflection of who we are: progressive, fearless, and constantly evolving. Launching it from our very own brewery felt right. It’s where the magic happens, and where our bold new look is proudly brought to life together with the people who make it all possible. After all, when we come together, we roar louder."

The new packaging is being introduced across all global markets, ensuring a unified and contemporary identity for Tiger Beer worldwide.

The dynamic projection mapping wasn’t just for show – the brewery, where Tiger comes to life, served as a meaningful backdrop for this bold reveal. Guests witnessed the transformation of the brewery wall before getting to hold the new Tiger in hand, fresh from the source – a symbolic way to usher in a new era while staying true to the brand’s roots.

Beyond the packaging refresh, Tiger Beer continues to push boundaries in the industry, rolling out engaging consumer experiences and bold collaborations that embody its fearless spirit.

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To celebrate its *Roaring New Look, Same Great Taste* campaign – Tiger is also turning up the excitement with nationwide promotions running from 1st April to 30th June 2025.

At selected coffee shops and food courts, consumers who purchase 3 big bottles of Tiger Beer or Tiger Crystal will receive an exclusive foldable tote bag, available while stocks last.

Consumers who purchase Tiger Beer, Tiger Crystal, or Tiger Soju Flavoured Lager at participating bars, pubs, hypermarkets, supermarkets, convenience stores, and 99 Speedmarts can submit their entries to redeem exclusive rewards - including the 8g 999.9 Tiger Gold Bottle or the limited-edition Tiger Travel Bag.

Meanwhile, online shoppers on Drinkies, Shopee and Lazada who purchase qualifying Tiger bundles may receive a Tiger Travel Bag or RM5 Touch 'n Go eWallet credit, while stocks last. All promotions are subject to terms and conditions.

For more information and updates on the brand, head to [Tiger4-0.tigerbeer.com](https://tiger4-0.tigerbeer.com) and follow us on [Instagram](#) and [Facebook](#). This event and all Tiger Beer products are strictly for non-Muslims aged 21 and above. Tiger advocates responsible consumption and urges consumers not to drink and drive.

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About Heineken Malaysia Group

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**

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- 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