



PRESS RELEASE

For Immediate Release

MAKE IT A GUINNESS THIS ST. PATRICK'S DAY! *Join the Celebration with the True Irish Spirit of Guinness!*

KUALA LUMPUR, 12 March 2025 – Drums pounding, feet stomping, and bagpipes soaring—Guinness, the world's most loved Irish stout, is bringing the unmistakable spirit of Ireland across bars and pubs nationwide in its biggest St. Patrick's celebration yet! In honour of Ireland's patron saint, there's no better way to celebrate than by raising a perfectly poured **Guinness—the Irish Stout for St. Patrick's**.

Kicking off the nationwide rollout, Guinness pulled out all the stops with an Irish takeover at The Square, Jaya One, and a grand parade led by a spectacular 30-piece ensemble of drummers, bagpipers, and Irish step dancers. This set the stage for an electrifying, high-energy celebration of its rich Irish heritage.

Fans are invited to experience the true magic of St. Patrick's at participating outlets where camaraderie, music, and the smooth taste of Guinness come together. With every sip and every Sláinte (Irish for 'cheers'), fans will be transported to the heart of Irish culture. When it comes to St. Patrick's, there's only one way to do it right—so make it a smooth, creamy Guinness for this celebration.

Guinness is spreading Irish charm across Malaysia, turning 40 pubs and bars nationwide into vibrant hubs of celebration from now until the end of the month. Fans can look forward to exciting games and fun activities amid the spirit of togetherness.

"For decades, Guinness has been the true companion of choice for St. Patrick's Day. It is more than just an Irish stout; it symbolises celebration, tradition, and togetherness," said **Shaun Lim, Marketing Manager of Wheatbeer, Stout and Diageo Brands at Heineken Malaysia Berhad**. "Celebrate this St. Patrick's Day and make it a Guinness. As the true Irish stout, there's no better way to toast to this occasion than with a perfectly poured pint of Guinness in hand."

Celebrate St. Patrick's Festival with Guinness and join the ultimate toast to the spirit of togetherness with friends and loved ones. Capture the communion with **St. Patrick's-themed wearables and photos, customisable Guinness Stouties, and a touch of Irish charm**. Fans can also enjoy exclusive promotions when they purchase Guinness at participating pubs and bars.

For more information about the Guinness St. Patrick's campaign, visit Guinness Malaysia's social media pages at www.facebook.com/guinnessmalaysia and www.instagram.com/guinnessmy.



GUINNESS

Guinness and all related promotions and activities are strictly for non-Muslims aged 21 and above only. Guinness Malaysia 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:

- 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**.



GUINNESS

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