



OFFICIAL BEER PARTNER OF MANCHESTER UNITED

## PRESS RELEASE

*For Immediate Release*

### **TIGER BEER AND MANCHESTER UNITED ROAR TOGETHER FOR FANS IN MALAYSIA**

*Red Devils came together to celebrate their passion for the club, its players, and legends*

*— at Asia's First-Ever Tiger Beer x Manchester United Pop-Up Bar*



*Fans roared with pride as Manchester United stars Casemiro, Diogo Dalot, Luke Shaw, Tom Heaton and club legend Nani captured the Red Devil spirit with an unforgettable wefie at Tiger Beer's The Trafford Den.*

**Kuala Lumpur, 28th May 2025** — For one unforgettable week, Kuala Lumpur became more than just a city. It became a gathering ground of dreams, a living tribute to passion, pride, and unwavering loyalty. As the Official Beer Partner of Manchester United, Tiger Beer brought The Trafford Den to life—a bold reimagining of what it means to be a fan of the legendary club in Malaysia.

Set in the heart of Kuala Lumpur, The Trafford Den wasn't just a pop-up bar—it was the Theatre of Dreams come true. It's a declaration that distance is no barrier for Manchester United and its loyal fans in Malaysia. An experience made possible by Tiger Beer.

Starting from 24th May, fans poured into the space, immersing themselves in the sights and sounds of Old Trafford brought to life in the heart of KL. Walls echoed with stories, jerseys were worn like armour, and ice-cold Tiger Beer flowed in celebration of something bigger than a game—it was identity, belonging, and belief. This was a moment where fans uncaged their tiger—where every cheer, every roar, every shared sip of Tiger Beer echoed the spirit of boldness and passion.

The atmosphere reached its peak on 27th May, when dreams became reality. Four Manchester United players—Luke Shaw, Casemiro, Diogo Dalot, Tom Heaton—and club legend Nani, walked into The Trafford





Den, not as distant icons, but as guests of honour in the home of their Malaysian supporters. Cheers turned into chants. Photographs turned into keepsakes. Football, in its purest form, became personal.



*Club legend Nani took part in the Tiger Beer tapping ceremony, before the football stars received a monumental Tiger Beer x Manchester United banner — a fiery symbol of Malaysian fan pride that will make its way to Old Trafford.*

Fans had the rare opportunity to meet their heroes, get autographs, share a Tiger Beer, and hear the stories that shaped football history. All around, there was an overwhelming sense of pride—this moment belonged to the fans who had believed from the start.

And just like the club they love, United fans stand stronger together – because together roars louder. Tiger Beer amplified their voice, uniting the fans in celebration of something greater than the game.



*Fans got up close with their Manchester United heroes – snapping photos, collecting autographs, and raising a Tiger Beer in celebration. Stories were shared, memories were made, and pride ran deep.*





The momentum didn't stop. On 28th May, another Manchester United legend, Wes Brown, stepped into The Trafford Den, giving 100 fans an exclusive and intimate opportunity to connect, listen, and relive football's finest moments. For many, it was a once-in-a-lifetime experience—one where devotion was rewarded, and history was within arm's reach.



*Long queues formed as fans gathered to meet Manchester United legend Wes Brown at The Trafford Den — an unforgettable session where 100 lucky supporters relived iconic football moments up close*

Just days earlier, Malaysian Red Devils fans gathered to watch Manchester United take on Aston Villa in a live screening of the final game of the football season. The energy was electric. Voices rose in unison, strangers became friends, and every cheer roared loudly in the heart of Kuala Lumpur.

Fans had the opportunity to sign a giant Tiger Beer x Manchester United banner—an epic tribute that will be sent back to Old Trafford, proudly showcasing the passion of Malaysian supporters to the world. It carries with it the fire of Asian fandom and the message that passion here is just as, if not more, fierce as anywhere else in the world.

Reflecting on the campaign, Julie Kuan, Marketing Manager of Tiger Beer Malaysia, said:

“Tiger Beer has always stood for boldness and connection—and with The Trafford Den, we brought that to life in a way that truly resonated. We didn't just bring Manchester United fans closer to the club; we brought to life the **Trinity of football fandom**—connection, recognition, and loyalty. Tiger Beer created the platform, Manchester United embraced the passion, and fans showed up with unwavering pride. It was about feeling seen, heard, and part of something bigger. Because when fans uncage their tiger and come together, they roar louder - and that spirit of Old Trafford isn't just in Manchester—it lives wherever Tiger Beer is.”

Over five powerful days, Tiger Beer turned a bar into a home ground of stories, laughter, and unforgettable moments. For the Malaysian fans, this wasn't just a celebration. It was recognition. It was home.

Tiger Beer proved that passion knows no borders—and when Red Devils gather, **together, they roar louder.**

Follow [@tigerbeermy](#) and [@manchesterunited](#) on Instagram and Tiger Beer [Facebook](#) for more updates, events and happenings.

Tiger Beer and all related promotions and activities are strictly for non-Muslims aged 21 and above only. Tiger Beer advocates responsible consumption, and please #DrinkResponsibly.

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