

**PRESS RELEASE**

***For Immediate Release***

***TIGER® BEER UNVEILS 'THE TRAFFORD DEN' — BRINGING  
MANCHESTER UNITED FANS CLOSER TO THE GAME***

*Asia's Very First Tiger® Beer x Manchester United Pop-Up Bar Where Fans Connect, Roar Louder, and Celebrate the Game Like Never Before*



*Caption: The Trafford Den – the home ground of the ultimate Manchester United fan zone from 24<sup>th</sup> – 28<sup>th</sup> May, 2025 at 19, Jalan Doraisamy, Kuala Lumpur. Attendance is strictly for non-Muslims aged 21 and above only.*

**Kuala Lumpur, 13th May 2025** — The roar of Malaysian Red Devils will echo across the nation as **Tiger® Beer** bridges the gap between Manchester United and its passionate supporters in Asia. Kuala Lumpur becomes the stage for **THE TRAFFORD DEN**—a **first-of-its-kind** Tiger® Beer x Manchester United Pop-Up Bar designed to **bring fans closer to the club, closer to the action, and closer to each other.**

**From 24<sup>th</sup> to 28<sup>th</sup> May, The Trafford Den (No. 19, Jalan Doraisamy, Kuala Lumpur)** will be the home ground of the ultimate fanzone, answering the call of devoted supporters who have long yearned for a deeper recognition from their club.

**Step Into the Spirit of Old Trafford:**

**24<sup>th</sup> – 26<sup>th</sup> May:** Fans will enter **The Trafford Den**, a pop-up bar immersed in the **heritage and energy of Manchester United**, where passion runs deep, stories are shared, and Tiger® Beer flows in tribute to a club that unites generations. Early birds who register before 24<sup>th</sup> May will raise their first Tiger® on the house — while stocks last.

**Claim Glory, Meet Legends:**

Victory belongs to those who dare. Purchasing buckets of Tiger® Beer at The Trafford Den may be able to unlock meet-and-greet passes **to an exclusive gathering with club legend, Nani, and select Manchester United players on 27<sup>th</sup> May.** This rare opportunity fulfils every fan's ultimate dream — **meeting their**



football icons, raising a **Tiger® Beer** in a proud toast, and capturing **unforgettable moments in a photo session**. Guests can also bring their **cherished items for signing**, making the moment even more personal – an experience that will be etched in memory long after the day ends.



*Caption: Uncage your tiger at The Trafford Den – stand to win exclusive meet-and-greet passes, official merchandise giveaways, and more electrifying experiences.*

#### **A Tribute Sent to Old Trafford:**

Fans will be invited to leave their mark upon a monumental **Tiger® Beer x Manchester United banner**, a symbol of Asian fandom that will **travel back to Old Trafford**—a **pledge of passion**, proving that the support here is as fierce as anywhere in the world.

#### **A Day of Glory – Live Screening:**

As Manchester United faces Aston Villa on **25th May**, The Trafford Den becomes a **roaring epicentre**, where fans gather for a **live screening** of the clash—watching it unfold in real time, surrounded by fellow Red Devils. Bound by the **rituals of sport**, united by **Tiger® Beer's bold spirit**, this is a day where **distance fades, and devotion reigns**.

#### **The Final Thrill – Meet Wes Brown on 28th May:**

The first **50 fans** to arrive at The Trafford Den will be invited to an **exclusive session with another Manchester United legend** — **Wes Brown**, an intimate encounter where untold stories unfold like battle hymns, and past, present, and future collide. Fans will be able to **capture the moment in a photo opportunity** and bring cherished items for **signing**. **A day of history, passion, and standing shoulder-to-shoulder with greatness**.





### **Bridging the Distance, Strengthening the Bond:**

**Julie Kuan, Marketing Manager of Tiger® Beer Malaysia**, leads the rallying cry: “Football is more than a game—it’s a force that unites continents, generations, and hearts. Manchester United has engaged with its Asian supporters through past tours, but distance has often limited deeper connections. **Tiger® Beer changes that.** This partnership goes beyond match appearances – it’s about **recognition, about bringing fans closer to their club and closer to one another.** At The Trafford Den, we prove that **passion knows no borders.** The Theatre of Dreams is not just in Manchester—it’s also right here, in Kuala Lumpur.”

Through this campaign, **Tiger® Beer enables the connection, Manchester United acknowledges the devotion, and fans pledge their loyalty—the Trinity of football fandom**, brought to life.

Head down to The Trafford Den this May. It's time to uncage your tiger and unite with fellow Red Devils - because together roars louder.



*Caption: **The Trafford Den**, a pop-up bar immersed in the **heritage and energy of Manchester United**. Register at <https://thetraffordden.signupspace.com> before 24<sup>th</sup> May to secure your spot and receive a complimentary Tiger®.*

### *Caption:*

A monumental **Tiger® Beer x Manchester United banner** for fans to leave their mark will travel back to Old Trafford.



### Roar Together at The Trafford Den This May!

Register now via this link: <https://thetraffordden.signupspace.com> before 24<sup>th</sup> May to secure your spot and receive a complimentary Tiger®. Stand to win **exclusive meet-and-greet passes, official merchandise giveaways**, and more electrifying experiences.

See you at *The Trafford Den*. It's time to **uncage your tiger** and stand united with your fellow Red Devils — because **together, we roar louder**.

### The Trafford Den Opening Hours (No. 19, Jalan Doraisamy, Kuala Lumpur):

- 24 May, Saturday - 12:00 Noon - 11:00PM
- 25 May, Sunday - 12:00 Noon - 1:00AM (*Catch The Epic Manchester United Vs Aston Villa Match Live*)
- 26 May, Monday - 12:00 Noon - 11:00PM
- 27 May, Tuesday - 6:00pm - 11:00PM (*Entry Before 6pm Is Reserved For Contest Winners for the Meet-And-Greet Session with Club Legend, Nani, and select Manchester United players*)
- 28 May, Wednesday – 12:00 Noon - 11:00PM (*First 50 Fans On-Site Secure Their Spot To Meet Club Legend, Wes Brown*)

Tiger® Beer is the Official Beer Partner of Manchester United, bringing together the iconic Asian Brewer and one of the most popular and successful sports teams in the world, to enhance experiences and deepen engagement with United fans globally.

Follow [@tigerbeermy](#) and [@manchesterunited](#) on Instagram and Tiger® Beer [Facebook](#) for all the electrifying details. Unite, celebrate, and raise a glass – because passion deserves to be seen and heard.

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)

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