

PRESS RELEASE

For Immediate Release



Guinness Is On the Hunt for Malaysia's First-Ever 'Chief Pint Officer' (CPO)!

No Resume. Tilt and Snap. Could This Be the Coolest 'Job' of the Year?

25 June 2025, KUALA LUMPUR - Guinness Malaysia is flipping the script on what it means to land a 'job' with the launch of a one-of-a-kind nationwide search for its very first Chief Pint Officer (CPO). This isn't just a fancy title — it's a meaningful role with a real purpose.

The Guinness CPO will serve as a **quality ambassador** - someone who recognises a perfect pour, upholds Guinness standards and celebrates the craft that defines Guinness Draught. As the face of quality, the CPO will play a key role in shaping how people experience and appreciate a well-poured pint.



Apply to be Malaysia's First 'Chief Pint Officer'

With the nationwide search underway, Guinness welcomes applications from individuals keen to be part of something bold and exciting. The opportunity is open to non-Muslim applicants aged 21 and above. The position of 'Chief Pint Officer' comes with some frothy perks such as an **all-expenses-paid trip to Dublin, monthly Guinness on the house** (to be enjoyed responsibly), **exclusive VIP invites to Guinness events, and more.**

To be in the running for the role, applicants need to search for the perfect Guinness pint and prove it with a tilt. Each time a pint passes the Tilt Test, they must share a photo of it on their Instagram stories, tagging [@GuinnessMY](#), and using **#GuinnessTiltMY**. Applicants who submit the highest number of valid entries, will advance on the leaderboard. The top twenty applicants with the most submissions will be selected and entered into the next phase of the application process.

Submissions close 31 July 2025. Weekly leaderboard updates will be shared every Monday via [@GuinnessMY](#)'s Instagram Stories, allowing applicants to track their progress. All applicants are reminded to enjoy responsibly.

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Mastering the Tilt Test

The Guinness Tilt Test is a simple but telling way to check a pint's quality. Applicants gently tilt their Guinness pint a few degrees to the side. If the creamy head does not spill, it's a sign of a perfectly poured pint. That's the moment to snap, tag, and submit.



Applying for the 'Chief Pint Officer' Role From the Bar or Home

Anyone up for the challenge can apply for the role from any bar nationwide that serves Guinness Draught. Just order a pint, snap a photo if it passes the Tilt Test, and post it — then do it again. The more perfect pints they share, the closer they get to the top of the leaderboard.

To support applicants on their journey, Guinness will host CPO Open Days at 25 selected bars across the country. These walk-in sessions offer an opportunity to refine their pint-spotting skills, with trained brand ambassadors demonstrating the six-step Guinness pour and how to identify pints that pass the Tilt Test. Weekly updates on participating bars and Open Day timings will be shared on Guinness Malaysia's Instagram.

Prefer to enjoy a pint at home? That works too, as long as it's done right. No coffee mugs or shortcuts — just a Guinness Draught in a Can (GDIC), poured into a clear glass that lets the pint shine and proves it passes the Tilt Test. GDIC is available at hypermarkets, supermarkets, and convenience stores nationwide while stocks last.

What's Next for Top Applicants?

Once submissions close, the 20 most dedicated pint-hunters — those who've found and posted the most perfect pints — will secure a spot in an exclusive Guinness Leadership Programme, where they will*:

- Gain in-depth knowledge of Guinness products
- Train in the **7Cs of the Perfect Pour** — from Cleanliness and Coldness to Craft and Confidence
- Learn the art of draught craft excellence
- Join a community of Guinness fans and future pint ambassadors

At the end of the programme, finalists will compete in a final challenge that will determine Malaysia's very first Guinness 'Chief Pint Officer'. The winner will receive*:

- An all-expenses-paid trip to Dublin, including a visit to the legendary Guinness Storehouse
- Monthly supply of Guinness products
- RM100 credit to be used at the Guinness flagship outlet, Arthur's Storehouse
- VIP invites to selected Guinness events throughout the year

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- An exclusive birthday celebration worth RM888

“This campaign isn’t just about beer — it’s about the pride, precision, and ritual behind every perfectly poured pint,” said **Joyce Lim, Marketing Manager - Wheat Beer, Stout & Diageo Brands at Guinness Malaysia**.

“Through the search for our very first Chief Pint Officer, we’re not just celebrating Guinness’ iconic draught heritage - we’re inviting more people to experience the craft behind every pint. It’s about setting new standards, championing great pours and turning each pint into a point of pride — whether you’ve been drinking Guinness for years or you’re just learning what makes a great pint truly great,” she mentioned.

The search is on. Every pint posted shows an eye for quality — and brings applicants one step closer to becoming Malaysia’s first Guinness ‘Chief Pint Officer’.

**Items associated with the role are subject to availability. 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 not to drink and drive.*

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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 World’s No. 1 stout Guinness
- 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 Kilkeny
- The real shandy Anglia

HEINEKEN Malaysia also produces the wholesome, premium quality non-alcoholic Malta. HEINEKEN Malaysia’s brand portfolio also includes the No. 1 German wheat beer Paulaner and Japan’s No. 1 100% malt beer Kirin Ichiban.

HEINEKEN Malaysia through its e-commerce platform, Drinkies now delivers a variety of beers and ciders on demand, as scheduled. 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 Drink Sensibly campaign.

The corporate 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.

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Listed on the Main Market of Bursa Malaysia, HEINEKEN Malaysia's principal shareholder is GAPL Pte Ltd based in Singapore. GAPL Pte Ltd is 100% owned by Heineken N.V.

For more information please visit: www.heinekenmalaysia.com.

For editorial enquiries or further information, please contact:

Isabel Andrew

Consultant
Archetype

E: guinness-mal@archetype.co

M: +6018 380 4245

Jennifer Tennant

Earned & Brand Responsibility Manager
HEINEKEN Malaysia Berhad

E: jennifer.tennant@heineken.com

M: +6016 222 0072