



**PRESS RELEASE
FOR IMMEDIATE RELEASE**

**Tiger Soju Flavoured Lager Mighty Mango:
A New Limited Edition Tropical Twist to the Iconic Asian Brew**



KUALA LUMPUR, 30 JULY 2025 – Tiger Soju Flavoured Lager continues to bring the twist to life with bold energy, this time surprising media and creators through unexpected K-pop idol inspired deliveries that blends playful choreography, booming beats, and head-turning style. The experience teased the arrival of the brand’s newest flavour: Tiger Soju Flavoured Lager Mighty Mango, a new limited-edition variant flavoured with a touch of soju and layered with juicy tropical notes that brings tropical flair to the lineup. Refreshing, smooth, and packed with flavour, this new addition invites drinkers to switch things up with a taste that’s anything but ordinary.

Inspired by one of Asia’s most popular tropical fruits, Tiger Soju Flavoured Lager Mighty Mango delivers a fragrant aroma and mellow tropical sweetness with a crisp finish, a refreshing contrast to the subtle green grape notes of Tiger Soju Flavoured Lager Gutsy Grape. Together, they form a flavour-forward lineup designed for bold drinkers in search of something unexpected. Rooted in the global rise of K-culture, it draws from the vibrant energy of Korean fashion, Asian music, and modern self-expression. Every sip is an invitation to Feel the Twist, to embrace your playful side and turn everyday moments into something expressive, fun, and most of all, extraordinary.

“Tiger Soju Flavoured Lager aims to redefine the drinking experience for a new generation of expressive drinkers. Whether it’s the lush tropical smoothness of Mighty Mango or the crisp fruitiness of Gutsy Grape, each variant delivers a playful twist, designed to pair with moments of bold expression. We’re focused on flavour-first ideas that make every moment feel more vibrant and fun - a twist made to be felt, shared, and unmistakably Tiger.” said **Julie Kuan, Marketing Manager of Tiger Beer Malaysia**.



The Tiger Soju Flavoured Lager Mighty Mango is now available in cans only, for a limited time, at major supermarkets, convenience stores and selected retailers across Malaysia. Be sure to try this tropical twist while stocks last. Enjoy 15% off when you buy two 4-packs (320ml) of Tiger Soju Flavoured Lager Mighty Mango, exclusively on the [Heineken Official Store on Shopee](#). Ready to switch things up? Grab a can and Feel the Twist now.

For more information on Tiger Soju Flavoured Lager and the campaign, please visit:

Shopee: [Heineken Official Store](#)

Facebook: <https://www.facebook.com/TigerBeerMY>

Instagram: <https://www.instagram.com/tigerbeermy/>

Tiger and all related promotions and activities are strictly for non-Muslims aged 21 and above only. Tiger advocates responsible consumption and urges consumers to not drink and drive.

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About Heineken Malaysia Berhad

HEINEKEN Malaysia is one of the leading brewers in the country with its portfolio of iconic international brands. 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
- The Edelweiss infused with juicy peach flavour – Edelweiss Peach
- The New Zealand inspired cider Apple Fox Cider
- The all-time local favourite Anchor Smooth
- The premium Irish ale Kilkenney
- The real shandy Anglia
- The wholesome, premium quality non-alcoholic Malta

HEINEKEN Malaysia is committed to advocating responsible consumption by championing responsible drinking behaviours through its Enjoy Responsibly campaign. HEINEKEN Malaysia's corporate responsibility initiatives are carried out by its corporate responsibility arm, SPARK Foundation, focusing on environment and community partnerships.

Listed on the Bursa Malaysia Main Market, the principal shareholder of HEINEKEN Malaysia is G.A.P.L. Pte Ltd headquartered in Singapore. GAPL Pte Ltd is 100% owned by Heineken N.V.



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

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