



## PRESS RELEASE

*For Immediate Release*

### HEINEKEN® MALAYSIA TURNS EVERY SIP INTO AN “AHHH” MOMENT

*From refreshing, balanced taste to playful AghPay rewards and immersive brewing experiences, Heineken® invites you to discover what makes every sip so special*



Caption: The Heineken® AghTM at participating outlets nationwide until 11th October 2025 - consumers can engage in a playful effort to “pay” with their best “Agh” to unlock exclusive rewards.

**KUALA LUMPUR, 9<sup>th</sup> September 2025** — There’s nothing quite like that unmistakable “first sip of “Ahhh” - the refreshing, balanced taste that defines every Heineken®. Brewed to the same recipe and sold in over 190 countries, Heineken® is known for its consistent quality and signature experiences that consumers recognise worldwide.

This year, Heineken® is unveiling fresh and playful experiences that bring the “Agh! to Ahhh” moment to life – inviting consumers to discover what makes every sip so special while exploring new and memorable ways to connect with the brand.

#### **AghPay: Your Voice, Your Wallet**

Heineken® is introducing AghPay – a playful new mechanic that allows consumers to turn their “Agh! to Ahhh”. Across select bars and online, consumers can engage in a playful effort to “pay” with their best “Agh” to unlock exclusive rewards:

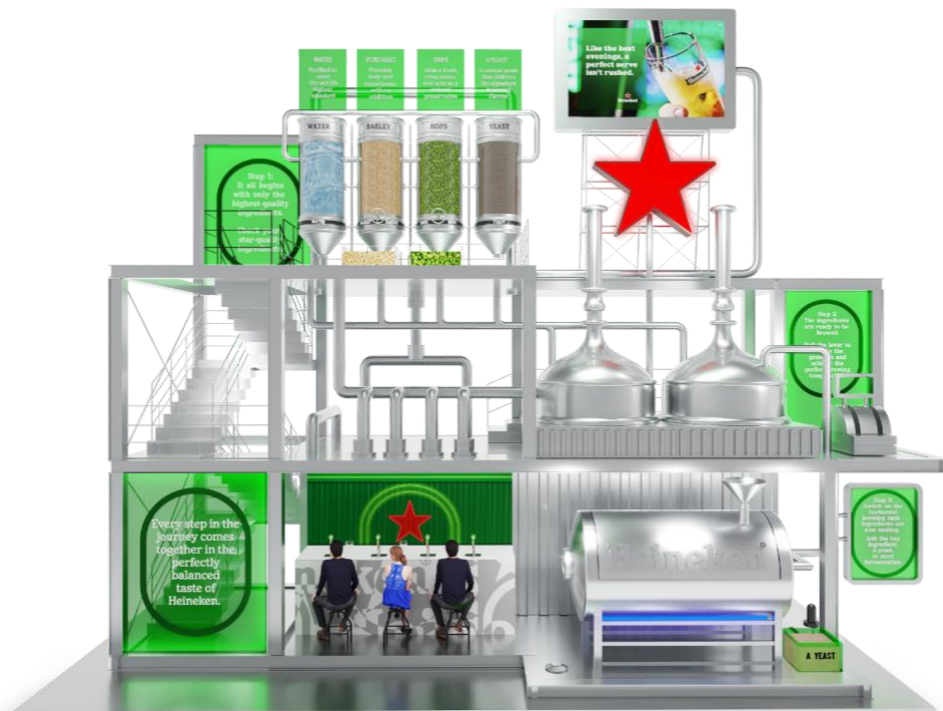


- The AghTM – an ATM-inspired machine where consumers “deposit” their loudest “Agh!” into the system to unlock their first sip “Ahhh” and enjoy exclusive rewards on the spot.
- Digital AghPay – for those who can’t make it out in person, visit the Heineken® [website](#) to turn your “Agh” into rewards, including exclusive discounts of up to RM15 if you score a perfect 10, on your next Heineken® purchase via Shopee.

These activations highlight Heineken®’s refreshing payoff – showing how even small efforts can lead to an instant taste of that “Ahhh” moment.

### Bringing Brewing Closer to Consumers

To deepen appreciation for what makes Heineken® unique and give consumers a closer look at the craft behind every pour, the brand has rolled out The Heineken® Microbrewery – a traveling, immersive experience showcasing the art and science behind every Heineken®. Through interactive displays and demonstrations, visitors can learn about Heineken®’s brewing process, discover the 100% natural ingredients and signature A-yeast that delivers its signature balanced taste, and gain insight into the uncompromising consistency behind its iconic flavour worldwide. As part of the experience, visitors will also be able to master their own Star Quality pour – learning the same technique used by Heineken® bartenders globally to serve Star Quality pints.



*Caption: Heineken® Microbrewery is a traveling, immersive experience showcasing the art and science behind every Heineken®.*



“At Heineken®, we’ve always stood for consistent quality and a refreshing, balanced taste that’s recognised around the world – and that’s something worth celebrating. This year, we’re bringing those core credentials to life in new and memorable ways, from the playful AghPay activations that take consumers from *Agh!* to *Ahhh...* to the immersive Heineken® Microbrewery that showcases the craft behind every sip. It’s all about reminding consumers what makes Heineken® so iconic, and letting them experience it for themselves,” said **Sean O'Donnell, Marketing Director, Heineken Malaysia Berhad.**

Consumers can turn “Agh!” to “Ahhh” at participating outlets nationwide from now to 11<sup>th</sup> October or try Digital AghPay, which runs until 31<sup>st</sup> October.

To find out more about the 2025 Credentials Campaign, follow Heineken® on [Instagram](#) and [Facebook](#).

Heineken® and all campaign events are strictly for non-Muslims aged 21 and above. We’re all about being responsible—when you drive, never drink. Please #EnjoyResponsibly.

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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**.

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