



PRESS RELEASE  
FOR IMMEDIATE RELEASE

**Tiger Crystal Coldpot is the Coolest Thing on the Table**  
*Made to be shared, this ice-cold pot brings crisp refreshing taste to every bite*



**KUALA LUMPUR, 28 AUGUST 2025** — In Malaysia, mealtimes go beyond just eating. They are a time to come together, share laughter and savour bold flavours with those who matter. Now, there's a refreshing way to complement those moments: Tiger Crystal *Coldpot* - An ice bucket cleverly designed to resemble a traditional hotpot, filled with ice-cold Tiger Crystal and made to sit at the heart of every table. Inspired by the spirit of communal dining, it's created to enhance flavourful meals and spark meaningful connections over good food and great company.

Inspired by the communal energy of hotpot culture, the Tiger Crystal *Coldpot* brings a chill counterpoint to every flavourful bite. Filtered at a crystal cold temperature of  $-1^{\circ}\text{C}$  to preserve only the desirable flavours, Tiger Crystal is a refreshingly light lager that pairs well with flavourful shared meals. Well-balanced, easy to drink, with a smooth and refreshing finish. Every sip complements the heat and flavour of your favourite dishes.

"At Tiger, we're always exploring refreshing new ways to bring Malaysians together - because here, mealtimes are more than just eating. They're vibrant social rituals filled with flavour and connection. With the Tiger Crystal *Coldpot*, we're introducing a bold new dine-out experience inspired by the warmth of hotpot culture and the crisp refreshment of Tiger Crystal. It's designed to pair with flavour-packed dishes and good company – our way of elevating shared moments with a cool, crisp pairing," said **Julie Kuan, Marketing Manager of Tiger Beer Malaysia**.



To celebrate the launch, Tiger Crystal has partnered with Thai In Mookata for an exclusive promotion. From 30th August to 16th September 2025, groups who book a session at selected outlets may redeem a complimentary meal set with a Tiger Crystal Coldpot (5 pint bottles), courtesy of Tiger. Reservations must be made via the [Thai In Mookata booking platform](#) and are available on a first-come, first-served basis.

Whether it's spicy hotpot, grilled skewers, or any feast made for sharing, Tiger Crystal complements every bite and brings refreshment to every toast. It's designed for get-togethers, for moments where the food is fiery and the banter is flowing.

For more information and location updates on Tiger Crystal Coldpot, please visit:

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 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).



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