

MEDIA ALERT

FOR IMMEDIATE RELEASE

Edelweiss Introduces New Lemon Honey Flavour in Malaysia

The limited-edition variant blends smooth wheat beer with zesty lemon and gentle honey notes for a naturally refreshing taste

KUALA LUMPUR, 17 November 2025 – Edelweiss, the premium wheat beer born in the Alps, is bringing you a new way to unwind with the launch of its limited-edition Edelweiss Lemon Honey flavour — available exclusively in Peninsular Malaysia.

Blending zesty lemon with smooth honey, Edelweiss Lemon Honey offers a mix of sweet and tangy notes for a naturally crisp taste. Each sip reveals the signature smoothness of Edelweiss wheat beer, now complemented by gentle hints of lemon and honey.

Now available in 320ml cans, it's crafted to be your companion for sharing easygoing moments with your partner or friends.

"Edelweiss has always been about exploring new flavours inspired by nature. With Lemon Honey, we've brought together zesty citrus and gentle honey sweetness to create a smooth, balanced taste that feels distinctly Edelweiss – and one that complements the flavours many Malaysians already enjoy," said Sean O'Donnell, Marketing Director, HEINEKEN Malaysia.

To celebrate the launch, shoppers who purchase any Edelweiss product from 1 November to 31 December 2025 stand to win an all-expenses-paid trip for two to Club Med Phuket worth RM8,000 or Touch 'n Go eWallet credits worth RM30. Terms and conditions apply.

Edelweiss Lemon Honey, a limited-edition flavour exclusive to Peninsular Malaysia, can be found nationwide at major supermarkets, hypermarkets, and convenience stores, as well as online via HEINEKEN Malaysia's [Shopee](#), and [Lazada](#) official store.

For more information on Edelweiss Lemon Honey and ongoing promotions, visit [@edelweissbeer.my](#) on Instagram.

Edelweiss and all related promotions and activities are strictly for non-Muslims aged 21 and above only. Edelweiss 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 World-acclaimed iconic Asian beer Tiger Beer
- The World's No. 1 stout Guinness
- The premium wheat beer born in the Alps Edelweiss
- And many more. Visit www.heinekenmalaysia.com for a full overview of our portfolio

HEINEKEN Malaysia advocates responsible consumption through its Enjoy Responsibly and When Your Drive, Never Drink campaigns. 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 GAPL 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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