



PRESS RELEASE

For Immediate Release

PHONES OFF, TAP ON: HEINEKEN® BRINGS REAL CONNECTIONS TO EVERY CELEBRATION

Heineken® Debuts the 5-Litre Draught Home Bar Package – Enjoy Pub-Fresh Heineken® at Home and Make Every Festive Gathering Unforgettable



Heineken® introduces the all-new 5-Litre Draught Home Bar Package, where every celebration becomes a memorable gathering, filled with laughter and genuine connections.

KUALA LUMPUR, 8 December 2025 — Heineken® returns this festive season with a reminder worth repeating: **Celebrations Are Best When Your Phones Take A Rest.**

Always refreshing the moments that matter, Heineken® introduces the all-new **5-Litre Draught Home Bar Package** – the ultimate spark for a **Phones Off, Tap On** party. With pub-fresh Heineken® ready to serve wherever the good times flow, every celebration - from Christmas through to the New Year and Chinese New Year - becomes a memorable get-together, full of laughter and genuine connections.

At the heart of the campaign is a simple reminder: the festive season is about being present — reconnecting and sharing quality moments with friends and family, all while enjoying the cool, refreshing taste of Heineken®. Whether it's an intimate gathering at home, a lively poolside party, an evening BBQ, or a favourite hangout spot, the **Heineken® 5-Litre Draught Home Bar Package** brings people together over perfectly poured fresh beer and great company, effortlessly and free from distractions.



Each set of the all-new **Heineken® 5-Litre Draught Home Bar Package** includes a 5-litre draught keg, two signature Heineken® glasses, two coasters, and a skimmer for an impeccable finish — the ideal setup for enjoying quality beer and great company, anywhere, anytime.

“These days, most of us connect through our phones, but choosing to be present is a refreshing way to reconnect — and Heineken® believes the best celebrations are those shared together. Our campaign, *Celebrations Are Best When Your Phones Take A Rest*, is a gentle reminder to tune out distractions and savour meaningful moments with friends and family,” said **Sean O'Donnell, Marketing Director of Heineken Malaysia Berhad.**

Sean added what makes this festive season truly special, highlighting, “This year, we’re bringing that spirit to life with ***Phones Off, Tap On*** — creating genuine connections and good times over freshly poured Heineken®, whether at home or wherever your crew loves to gather. With the new **Heineken® 5-Litre Draught Home Bar Package**, every celebration becomes unforgettable — perfectly poured, perfectly social, wherever the good times take you.”



Heineken® 5-Litre Draught Home Bar Package brings people together over perfectly poured fresh beer and great company anywhere, anytime, effortlessly and free from distractions.

This festive season, **party first, post later** — because the best stories are the ones you live before you share. Bringing the spirit of the campaign to every gathering, Heineken® invites everyone to make the festive season unforgettable with the **5-Litre Draught Home Bar Package**. Celebrate **Christmas, New Year, and Chinese New Year** with pub-fresh Heineken®, effortless hosting, and quality connections with the people who matter most. The all-new Heineken® 5-Litre Draught Home Bar Package is now available on Shopee (<https://my.shp.ee/UVbSs4z>), and soon on Grab, at leading hypermarkets, and participating karaoke bars.



Check out the <https://www.heineken.com/my/en/campaigns/festive2025/> for the full details. Follow Heineken® on [Instagram](#) and [Facebook](#) to find out more about Heineken® Festive 2025.

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 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.