



PRESS RELEASE

For Immediate Release

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## HEINEKEN Malaysia Celebrates Four Brand Wins at the 2025 Putra Brand and Putra Aria Brand Awards

- *At the Putra Brand Awards, Heineken® received Platinum, with Tiger Beer and Guinness secured Gold in the Beverage – Alcoholic category.*
- *Meanwhile, Edelweiss was honoured with Bronze at the Putra Aria Brand Awards.*

**KUALA LUMPUR, 27 January 2026** – HEINEKEN Malaysia continued its winning streak at the 2025 Putra Brand Awards and Putra Aria Brand Awards, securing four accolades across its portfolio of iconic brands. Heineken® received the prestigious Platinum award in the Beverage – Alcoholic category, marking its return to Platinum recognition since 2019, while Tiger Beer and Guinness were recognised with Gold respectively at the Putra Brand Awards. Edelweiss was honoured with the Bronze award at the Putra Aria Brand Awards.

These achievements bring HEINEKEN Malaysia's cumulative award tally to 51, further reinforcing its continued excellence within Malaysia's beverage industry.

Martijn van Keulen, Managing Director of HEINEKEN Malaysia, said, "These awards are a clear endorsement of the trust our consumers place in our brands. They motivate us to continue brewing the joy of true togetherness through experiences that connect people, strengthen brand affinity, and drive sustained growth."

Sean O'Donnell, Marketing Director of HEINEKEN Malaysia, added, "Our brands continue to grow because we stay deeply connected to how our consumers socialise and celebrate. Through innovation, culture-led storytelling and purposeful experiences, we are building future-ready brands that excite, inspire, and strengthen connections with our consumers."

### Bringing award-winning brands purpose to life through meaningful experiences

In 2025, Heineken®, the brand that champions social life, strengthened its connections with consumers through its Refresh Your Music platform and the introduction of Refreshing Sessions, a pop-up music series designed to bring people together through shared musical discovery. The brand also encouraged Malaysians to reconnect during the festive season with the message Celebrations Are Best When Your Phones Take a Rest, while further elevating memorable

experiences through its “Agh! to Ahhh” credentials campaign, including AghPay activations and The Heineken® Microbrewery immersive experience.

Tiger Beer marked a bold new chapter with the launch of its refreshed visual identity, reflecting the brand’s progressive spirit while staying true to its world-acclaimed taste, and brought fans closer to football culture through The Trafford Den pop-up experience in partnership with Manchester United. The brand also celebrated moments of togetherness through its Chinese New Year campaign “Together We Roar”, a new flavour-forward innovation with the limited-edition Tiger Soju Flavoured Lager Mighty Mango, and elevated communal dining culture with the Tiger Crystal Coldpot designed to complement shared meals with an ice-cold, refreshing experience.

Guinness, the World’s No. 1 Stout, deepened its focus on quality and fandom through a nationwide search for Malaysia’s first-ever Chief Pint Officer (CPO) — a role created to champion the craft, ritual, and standards behind a perfectly poured pint. The brand also brought the spirit of togetherness to life through its St. Patrick’s celebrations, turning bars and pubs nationwide into vibrant hubs of Irish-inspired camaraderie, music, and shared moments.

Building on its role as the official beer of the Premier League, Guinness also introduced the Guinness Clubhouse — a first-of-its-kind football-themed stay in Kuala Lumpur, offering fans an immersive match-night experience designed to bring people together over football, friendship, and a pint of Guinness.

Meanwhile, Edelweiss, the premium wheat beer born in the Alps, expanded its flavour-led range with the launch of its limited-edition Edelweiss Lemon Honey variant. Blending zesty lemon with smooth honey, the new flavour offers a naturally crisp and refreshing taste that complements Edelweiss’ signature smoothness, providing consumers with a new way to unwind and savour light, refreshing moments.

HEINEKEN Malaysia strongly advocates responsible consumption and continues to encourage consumers to enjoy responsibly and never drink and drive through its commercial and marketing initiatives.

HEINEKEN Malaysia’s products are strictly for non-Muslims aged 21 and above only. For more information on HEINEKEN Malaysia and the company’s initiatives, please visit [www.heinekenmalaysia.com](http://www.heinekenmalaysia.com).

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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's business strategy, EverGreen, is designed to achieve balanced growth through five key priorities:

- **Drive Superior Growth** – With consumer centricity, we shape and lead the premium category and continue investing behind our brands.
- **Fund the Growth** – Cost and value to drive efficiency to enable reinvestments into our brands and business.
- **Raise the Bar on Sustainability and Responsibility** – Deliver on our ambition to become net zero carbon in Scope 1 & 2 by 2030 and the full value chain by 2040.
- **Become the Best Connected Brewer** – Accelerate digital and technology to create a Unified Customer Ecosystem with a customer and consumer-first approach.
- **Unlock the Full Potential of Our People** – Promote a high-performance culture that boosts our strategic capabilities, nurture the best talents, and foster an organisation where people thrive.

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](http://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 GAMPL Pte Ltd headquartered in Singapore. GAMPL 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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