



**PRESS RELEASE**  
*For Immediate Release*

## **HEINEKEN® 0.0 AND MOTHERCHUCKERS LAUNCH GROUND 0.0 – ON COURT, OFF COURT, ANYTIME**

*A limited-edition athleisure collection made for every moment, with Heineken® 0.0 at the centre of it all.*



*Caption: Heineken® 0.0 and Motherchuckers unveil Ground 0.0 — a limited-edition athleisure collection inspired by the active and expressive culture of padel. Pictured: Jane Chuck, founder of Motherchuckers (center right), and models showcasing looks from the men's and women's collection.*

**KUALA LUMPUR, 14 MAY 2026** — Padel is fast becoming a popular lifestyle sport in Malaysia, with **Heineken® 0.0 naturally fitting into its growing social scene**. As courts evolve into social spaces where matches flow naturally into conversation, **Heineken® 0.0 teams up with Motherchuckers** to bring that energy to life through **Ground 0.0 – a limited-edition athleisure collection** inspired by the sport's active, expressive culture.

Ground 0.0 is designed for both on- and off-court wear, reflecting the duality of padel today: performance and lifestyle in constant motion. Built for movement, connection, and everyday expression, the collection extends the game beyond the final point into how people play, meet and move through the day.

At the heart of it is Heineken® 0.0, crafted to fit effortlessly into everyday social moments, whether planned or spontaneous. With its refreshing great taste, it's a natural companion across occasions. Zero reasons needed.



*Caption: Ground 0.0 - built for movement, connection, and everyday expression; Heineken® 0.0 - crafted to fit effortlessly into everyday social moments.*

As the **Global Beer Partner of Premier Padel**, **Heineken® 0.0**, in collaboration with **Playtomic and LÖK**, continues to expand its presence in one of the world's fastest-growing sports – not just through the game itself but through the culture that surrounds it. From pre-game to post-match, padel is as much about the connection as it is about the sport, making it a natural fit for the brand.



This connection is further embodied by **Heineken® 0.0 Global Brand Ambassador Serena Williams**, whose presence on and off the court reflects the social energy and culture of padel. A 23-time Grand Slam champion and one of the most celebrated athletes in the world, Serena has increasingly embraced padel as part of a more social, active way to engage with racket sport. Her confidence, charisma and connection to the game make her a strong expression of what Heineken® 0.0 stands for – present not just for the game itself, but for the connection and shared moments that come with it.

Bringing this cultural connection to life, **Sean O’Donnell, Marketing Director of HEINEKEN Malaysia**, shared: “Heineken® 0.0 has always been about enhancing social moments – wherever they happen, however they unfold.

“Padel reflects that shift in modern sport. It’s fast, expressive, and inherently social, which makes it a natural space for Heineken® 0.0 through Ground 0.0 and our collaboration with Motherchuckers. This is about being part of how people are playing, connecting and expressing themselves today – not just on the court, but beyond it.”



*Caption: Heineken® 0.0 brings a refreshing energy to the padel scene, and its great taste enjoyed anytime, anywhere. Zero reasons needed.*



The launch unfolded as a high-energy showcase that blurred the lines between sport, fashion, and social culture, with Heineken® 0.0 naturally embedded in padel's shift into a lifestyle sport.

The evening opened with a fashion-forward on-court showcase, where the Ground 0.0 collection was brought to life through movement and expression, reflecting the fast, social energy of modern padel.

The focus then shifted to the game, with an exhibition match featuring **Christian Didier, Kotomi Ozawa, Pablo Molina and Jade Leen**. High-intensity rallies and crowd-pleasing moments captured padel's unique blend of speed, skill and social energy.

Guests were also invited onto the court through the **Heineken® 0.0 Padel Crash Course**, a 30-minute coached session designed to make the sport easy to get into, reinforcing the brand's belief that the best moments are shared.

As day turned into night, the energy shifted into a social celebration. DJ sets, interactive games and on-ground challenges kept the energy flowing with highlights such as the **One-Point Challenge**, where the winner walked away with exclusive Ground 0.0 pieces.

The night culminated in a seamless blend of sport, style, music and connection, with Heineken® 0.0 bringing a refreshing energy to the padel scene and its great taste enjoyed anytime, anywhere. Zero reasons needed.

Whether celebrating after a padel game with friends, meeting at your local bar, or catching up at home, **enjoy a refreshingly cold Heineken® 0.0, whatever the occasion.**

The exclusive Ground 0.0 collection is available for a limited time at Motherchuckers online and in-store.

For more information about Heineken® 0.0 and upcoming activities, visit <https://www.heineken.com/my/en/campaigns/zero-reasons/>

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

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## About Heineken Malaysia Berhad

HEINEKEN Malaysia is part of the world's pioneering beer company and one of the leading brewers in the country, with a portfolio of iconic international brands. Guided by its purpose of Brewing the Joy of True Togetherness to inspire a better world, its sharpened EverGreen 2030 strategy delivers balanced growth through three priorities:

- **Accelerate Growth** by strengthening category growth, driving innovation and elevating consumers and customers centricity.
- **Step Up Productivity** by driving cost efficiency and generating value for growth.
- **Focus Future Fit** by advancing digital transformation, sustainability leadership, and a high performance, people-driven culture.

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 all-time local favourite **Anchor Smooth**
- 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 GAPL 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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