



## FOR IMMEDIATE RELEASE

**Tiger Beer's 'Brewed to Defy the Heat' Takes Over Klang Valley**  
*Malaysian street artist [Kenji Chai](#) brings the streets to life through graffiti  
as Tiger Beer rewards consumers across West Malaysia.*

**KUALA LUMPUR, 8 May 2026** — Tiger Beer, a lager born under the tropical sun and brewed for the heat of Asia, launches "Brewed to Defy the Heat", rooted in the way Malaysians gather, push through, and make the most of every moment, no matter how hot it gets.

The experience rolls out across the Klang Valley from now to 31 May 2026, spanning on-ground experiences and a nationwide outlet promotion.



### Take on the Heat

At the heart of it is a custom Kombi van, designed in collaboration with Malaysian street artist [Kenji Chai](#), known for his bold, character-driven street illustration style that captures everyday Malaysian energy in a way that stands out.

At each stop, the Kombi transforms into a hands-on challenge experience, inviting fans to step in and take on a fast-paced skill activity.



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*The kambi van designed by Malaysian street artist Kenji Chai in collaboration with Tiger Beer*

The Kombi van will visit the following areas throughout May, public can head over to Tiger Beer social media channel for the participating outlet list and details.

Location	Date
Jaya One	14 May, Thursday
Damansara Heights	15 May, Friday
Eko Cheras	16 May, Saturday
Bangsar Telawi Street	21 May, Thursday
Pavilion Bukit Jalil	22 May, Friday
Changkat KL	23 May, Saturday
Johor	Stay tuned for more updates on the location

*\*Disclaimer: The outlets are subject to changes, please refer to Tiger Beer social media for the latest update.*

### Keep the Heat Going

The experience extends into participating restaurants, pubs, and bars in West Malaysia, bringing people together to take on the heat with their crew. From now until 31 May 2026, every purchase earns an entry:

- 1 bucket of Tiger Beer (bottle) = 1 entry
- 1 set of Tiger Draught / 1 bucket of Tiger Crystal or Tiger Soju Flavoured Lager (bottle/ glass) = 3 entries

Participants can scan the QR code at the outlet and submit their receipt via [uncage.tigerbeer.com](https://uncage.tigerbeer.com) to complete their entry. Eligible participants stand to win any of the Dyson Air Purifier Fans or Tiger 8L Cooler Boxes.



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“Tiger Beer was born in the tropics, and the heat has always been part of life here,” said **Julie Kuan, Marketing Manager of Tiger Beer Malaysia**. “What stands out is how people continue to show up, come together, and make the most of it, and Tiger Beer has always been there in those moments.”

### The Art of The Heat



As part of the collaboration with Tiger Beer, Kenji also painted a themed mural around Brewed To Defy The Heat in the heart of Kuala Lumpur. The mural comes to life in a [short film](#), capturing moments that feel familiar such as time spent with friends, plans that stretch into the night, and everything in between.

For more information on the Brewed to Defy The Heat activities, consumers can follow the brand on [Instagram](#) and [Facebook](#) for updates. All promotions and contests are subject to Terms and Conditions and available while stocks last. Images, if any, are for illustration purposes only.

Tiger Beer 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 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



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- 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).

### For media enquiries, please contact:

Tan Wei Wei  
Consultant  
Archetype  
E: [tigerbeer-kl@archetype.co](mailto:tigerbeer-kl@archetype.co)  
M: +6010 842 9553

Jennifer Tennant  
Earned & Brand Responsibility Manager  
Heineken Marketing Malaysia Sdn Bhd  
E: [jennifer.tennant@heineken.com](mailto:jennifer.tennant@heineken.com)  
M: +6016 222 0072