

PRESS RELEASE

For Immediate Dissemination



Guinness Malaysia Launches the Nation's First Perfect Pint Guide

Consumers can now rate their Guinness Draught serve, contribute to the Perfect Pint Guide, and help recognise great Guinness serves across the country.



KUALA LUMPUR, 21 May 2026 – Guinness Malaysia has launched **Rate Your Pint**, a first-of-its-kind nationwide campaign that invites consumers to step into the role of **Chief Pint Officer**, the brand's quality ambassador, empowering them with a deeper understanding and appreciation of the craft behind every perfectly served Guinness Draught.

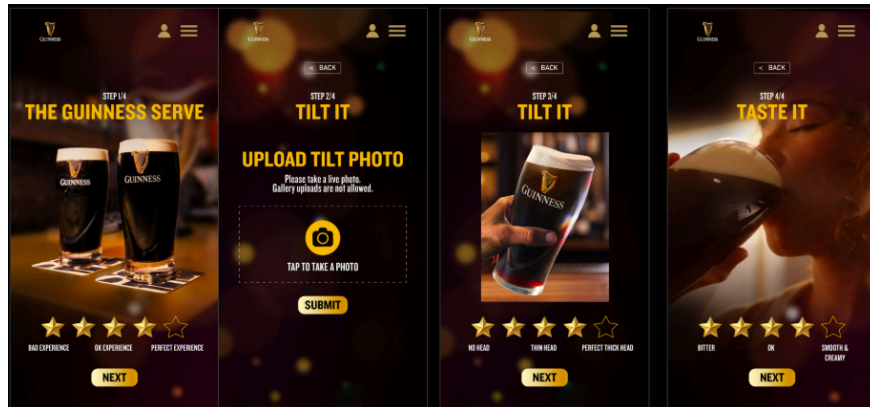
Through a simple mobile rating system, consumers can evaluate the Guinness they are served, contribute their scores to a live national platform, the **Perfect Pint Guide**, and help identify where great Guinness is consistently poured, as they progress on their journey towards becoming a Chief Pint Officer.

What Makes a Perfect Pint of Guinness Draught?

Craftsmanship is at the heart of every Guinness Draught serve. From the way it is brewed to the cleanliness of the glass and the creamy head that holds its shape, every detail plays a role in delivering the perfect Guinness Draught serve. *Rate Your Pint* gives consumers a simple way to recognise these elements and help uphold the standard Guinness is known and loved for.

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How to “Rate Your Pint”?

Consumers can get started by visiting the *Rate Your Pint* microsite <https://perfectpintguide.guinnessmsia.com/> on their devices and following four steps:

- **Step 1: Tilt Challenge**
Complete the digital Tilt Challenge by tilting the screen using a mobile device to learn how a well-poured Guinness Draught should hold its creamy head, a simple way to understand how to determine a perfect pint.
- **Step 2: Rate Your Pint**
Head to a participating outlet and rate the Guinness served to you on the microsite based on three simple checks:
 - **Serve:** Clean glass, no spills, served on a Guinness coaster
 - **Tilt:** The creamy head holds without spilling
 - **Taste:** Balanced and smooth
- **Step 3: Submit Your Rating**
Submit your rating to add it to the *Perfect Pint Guide* in real time.
- **Step 4: Track Your Progress & Earn Rewards**
Log in to your personal profile to track your ratings and progress on your journey towards becoming a Chief Pint Officer. Consumers may unlock rewards and experiences at different milestones as part of their participation in the Perfect Pint Guide.

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Setting the Standard, Together

Every rating submitted contributes to the *Perfect Pint Guide*, creating a live, consumer-curated guide to finding where Guinness Draught is consistently well served across Malaysia, and a shared reference point for anyone who wants to recognise a great pint.

"Last year, we searched the country for three people to champion the perfect pint as our first-ever Chief Pint Officers. The response showed us that the pride consumers feel in the craftsmanship and ritual behind a perfectly poured Guinness runs deeper than anticipated and that it's something worth sharing," said **Joyce Lim, Marketing Manager at Guinness Malaysia**. "With Rate Your Pint, we're opening that up. It's about eg them to play a role in upholding its quality. Because a great pint is always better when the people around the table appreciate it too. This guide is built on those shared moments."

The *Rate Your Pint* campaign is now live nationwide at participating outlets. To start your journey and contribute to Guinness' Perfect Pint Guide, visit <https://perfectpintguide.guinnessmsia.com/>.

For more information about the Guinness *Rate Your Pint* campaign, visit Guinness Malaysia's social media pages at www.facebook.com/guinnessmalaysia and www.instagram.com/guinnessmy.

**Guinness and all related promotions, campaigns and activities are strictly for non-Muslims aged 21 and above only and on a first come, first served basis and are subject to terms and conditions. Guinness Malaysia advocates responsible consumption and urges consumers not to 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**
- The all-time local favourite **Anchor Smooth**
- 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.

For media enquiries, please contact:

Isabel Andrew
Executive
Archetype
E: guinness-mal@archetype.co
M: +6018 380 4245

Jennifer Tennant
Earned & Brand Responsibility Manager
Heineken Malaysia Berhad
E: jennifer.tennant@heineken.com
M: +6016 222 0072