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From Malaysia to Old Trafford: Tiger Beer Makes History with First Malaysian Fan Story Archive in Manchester United Museum

Roar United winner Loh Shao Wei and partner Bon Lee Ngee carried the stories and passion of Malaysian supporters to Manchester, culminating in the presentation of 'A Roar Across the Ocean' to Manchester United.

Kuala Lumpur, 28 September 2026 – What began with stories shared by Manchester United (Man Utd) supporters across Malaysia has travelled all the way to Manchester. Tiger Beer brought Man Utd fans and last year's Roar United winner **Loh Shao Wei** and partner **Bon Lee Ngee** on an exclusive Man Utd experience, where they carried the collective memories and passion of fellow Malaysian fans to the home of the club.

The trip marked the culmination of Tiger's Roar United campaign, which brought generations of supporters together through the memories, friendships and moments that shaped their connection with Man Utd. Close to 500 submissions from Malaysian fans were compiled into *A Roar Across the Ocean*, a commemorative book that pays tribute to the passion, pride, and generational loyalty of Malaysia's Man Utd fans.

For Loh and Bon, their journey into the world of Man Utd began at the Carrington Training Centre, Man Utd's training ground and academy headquarters, not usually open to the public where they had the exclusive opportunity to watch the team prepare ahead of matchday. Accompanied by the wider Tiger Beer team supporting the experience, they brought *A Roar Across the Ocean*, met the squad, to join an exclusive full-team photo and watched the players warm up and train at close range.





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Roar United winner Loh Shao Wei and partner Bon Lee Ngee joined the Man Utd squad for an exclusive group photo during their visit to Carrington.

The experience continued at Old Trafford as Man Utd faced Ipswich Town. Before kickoff, Loh and Bon, accompanied by the wider Tiger Beer team, stepped onto the pitch to present *A Roar Across the Ocean* to Man Utd legend Denis Irwin, who received the book on behalf of the club. They also watched the players warm up from the touchline alongside Irwin. The day concluded with Man Utd's 5-2 victory, which saw club captain Bruno Fernandes score a hat-trick, rounding off a memorable trip to Old Trafford for the Malaysian fans.



*Loh and Bon, accompanied by the wider Tiger Beer team, presented *A Roar Across the Ocean* to Manchester United legend Denis Irwin, who received the book on behalf of the club.*

“Being at Old Trafford was already something we had dreamed about for years, but knowing that we were there representing so many Manchester United fans back home made it even more special,” said **Loh**. “Every story in the book comes from someone who has supported the club through different moments of their lives. To bring those memories with us to Manchester and see them reach the home of the club is something we will never forget.”



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On behalf of Tiger Beer, Loh and Bon presented the archive to Rick McGagh, Man Utd's Director of Fan Engagement, bringing the stories and memories of Malaysian supporters to the Manchester United Museum.

The journey came full circle when *A Roar Across the Ocean* reached the Manchester United Museum. On behalf of Tiger Beer, Loh and Bon presented the book to Rick McGagh, Man Utd's Director of Fan Engagement, bringing the stories and memories of Malaysian supporters to the home of the club.

"Tiger Beer has always stood together with fans who uncage their passion through football, roaring boldly for their club across generations and borders. Seeing the stories of Malaysian Man Utd fans make their way from Malaysia to Old Trafford is a meaningful way to bring our Roar United campaign to a close," said **Julie Kuan, Marketing Manager of Tiger Beer Malaysia**. "Through 'A Roar Across the Ocean', these memories have travelled all the way to Manchester, ensuring that Malaysian fans' passionate voices echo in the halls of Old Trafford.

As the official beer partner of Manchester United, Tiger Beer brought the stories and passion of Malaysia's Red Devils closer to the club they love - taking their roar from Malaysia to Manchester.

Tiger Beer and related promotions are subject to terms and conditions and are strictly for non-Muslims aged 21 and above only. Enjoy responsibly.



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About HEINEKEN Malaysia Group

HEINEKEN Malaysia Group (the Group), comprising Heineken Malaysia Berhad (HMB) and its operating subsidiary, Heineken Marketing Malaysia Sdn Bhd (HMMSB), is one of Malaysia's leading brewers and part of Heineken N.V., the world's pioneering beer company. **HMB** is listed on the Main Market of Bursa Malaysia. Its principal shareholder is GAPL Pte Ltd, headquartered in Singapore and wholly owned by Heineken N.V. HMB undertakes the Group's brewing and manufacturing operations, whilst HMMSB serves as its commercial arm, focusing on the marketing, sales and distribution of the Group's beverage portfolio nationwide. Together, the Group brews, imports, markets and distributes a broad range of beer, stout, cider, shandy, dealcoholised alcoholic drinks and non-alcoholic malt beverage brands, including:

- 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**

Guided by our purpose of Brewing the Joy of True Togetherness to inspire a better world, our sharpened EverGreen 2030 strategy delivers balanced growth through three priorities:

- **Accelerate Growth** by strengthening category growth, driving innovation and elevating consumer and customer 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 Group advocates responsible consumption through its 'Enjoy Responsibly' and 'When You Drive, Never Drink' campaigns, whilst its corporate responsibility initiatives are carried out by **SPARK Foundation**, focusing on environment and community partnerships.

For more information, visit www.heinekenmalaysia.com.

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