PRESS RELEASE
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Tiger Beer Uncages Tiger Remix, a New Range of Flavoured Lagers, Making Its Global Debut in Singapore & Malaysia

Taste the Asian Twist with Peach Oolong and Yuzu Lime, two refreshing new lagers born to remix our signature beer with iconic Asian flavours.



KUALA LUMPUR, 12 November 2026 - Tiger Beer introduces Tiger Remix, a new range of flavoured lagers making its global debut in Singapore and Malaysia. Available in Peach Oolong and Yuzu Lime, Tiger Remix takes the crisp, balanced refreshment of premium Tiger lager and gives it an Asian-inspired twist.

Born and shaped by the vibrant and diverse cultural energy of Asia, Tiger has always challenged convention. As consumers seek greater variety, discovery and experiences they can make their own, Tiger Remix brings that spirit into a new flavour platform while retaining the unmistakable taste of Tiger.

Uncage Refreshing Flavour Remixes

Rooted in the energy, creativity and self-expression of Asia's street culture, Tiger Remix celebrates the spirit of constant reinvention: bringing together the old and the new, combining unexpected influences and turning the familiar into something distinct and ownable.

This attitude comes through in how Tiger Remix is experienced, from refreshing combinations of Peach Oolong and Yuzu Lime to a contemporary design that reimagines signboard-inspired typography, shophouse forms and Asian-influenced motifs.

Peach Oolong combines Tiger's crisp lager with juicy peach and aromatic oolong tea for a smooth, refreshing taste. Yuzu Lime pairs our signature lager with zesty yuzu and tangy lime for a bright citrus finish. Both are balanced and have low-bitterness to make flavour exploration easy and refreshing.



Both Tiger Remix variants contain 4.2% ABV and are available in 320ml cans.

A New Platform for Bold Flavour Innovation

"Tiger has always shaped the beer category with innovation, and Tiger Remix is another bold step forward for the brand. As consumers look for more variety, flavour and experimentation, Tiger Remix brings a fresh edge to our portfolio, complementing our iconic Tiger lager," said **Sam Fielding, Tiger® Global Brand Director**. "Peach Oolong and Yuzu Lime are the first two exciting beers to launch, remixing loved Asian flavours in a distinctly Tiger way. With its debut, Tiger Remix reflects our ambition to give people new reasons to explore beer and discover something surprising and exciting from Tiger."

Speaking on the launch, **Julie Kuan, Marketing Manager of Tiger Beer Malaysia** said, "At Tiger, we've always believed in having the courage to try something different. With Tiger Remix, we're bringing that same spirit to our signature lager, taking inspiration from familiar Asian flavours to create something new. Peach Oolong and Yuzu Lime offer two distinctive flavour combinations while staying true to Tiger's brewing heritage. We hope Tiger Remix brings greater variety to the moments people share with their friends."

Tiger Remix Available Now

To celebrate the launch of Tiger Remix, Tiger Beer will be hosting special sampling activities at selected retail outlets across the Klang Valley this November. Consumers can sample both Peach Oolong and Yuzu Lime, meet local personalities from a viral reality dating show making special appearances, and take part in the Tiger Remix 5-Sec Blender Challenge, where eligible participants can receive up to RM20 in Touch 'n Go eWallet reload credit when they purchase two 4-can packs of Tiger Remix. A meet-and-greet session with the featured personalities will also be available to eligible early participants, subject to terms and conditions.

The sampling activities will take place at the following locations:

- **AEON Cheras Selatan:** 13 to 15 November
    - Celebrity appearance at 3pm - 4pm, Sunday, 15 November by Maq Lai, Shane, Quinn and Lih Yeong
- **Jaya Grocer, Sunway Pyramid:** 20 to 22 November
    - Celebrity appearance at 5pm - 6pm, Friday, 20 November by Kaka, Mao Sheng, Tiara Tai and Anthony Liew
- **Lotus's Kepong:** 27 to 29 November
    - Celebrity appearance at 2pm - 3pm, Sunday, 29 November by Maq Lai, Lih Yeong, Jun and Yeonie Pang

Tiger Remix is now available exclusively at 7-Eleven, AEON, GrabMart, Jaya Grocer, Lotus's, MiX.Store and Shopee in Peninsular Malaysia.

For more information, consumers can follow Tiger Beer on Instagram and Facebook for updates.

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 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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