PRESS RELEASE

Guinness Celebrates Premier League Season with Limited-Edition Cans

As the Official Beer of the Premier League, Guinness introduces limited-edition cans and football-themed activities at selected outlets nationwide, bringing fans together over their shared love for the game.



KUALA LUMPUR, 12 October 2026 – Every Premier League season brings fresh hopes, familiar rivalries and another reason for football fans to come together. To mark the occasion, Guinness, the Official Beer of the Premier League, has introduced its Limited-Edition Premier League cans nationwide, featuring specially designed packaging that celebrates the brand's partnership with the league.

Whether last season ended in celebration or heartbreak, every new season offers football fans a fresh start. While team line-ups, league standings and expectations may change, the excitement of matchday remains the same. From last-minute goals to unexpected upsets and friendly rivalries, match nights are filled with moments that fans love to experience together.

A Fresh Look for the Premier League Season

The limited-edition collection features Premier League branding across **Guinness Foreign Extra Stout (320ml and 490ml)** and **Guinness Draught in Can (300ml and 470ml)**, giving the range a special look for the season.

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Guinness Draught in Can continues to deliver the signature surge and settle, smooth taste and creamy head that consumers know and love, thanks to its iconic nitrogen widget. Meanwhile, Guinness Foreign Extra Stout retains its distinctive bold and flavourful character.

Guinness x ART OF: A Collaboration for Football Fans

Guinness has also teamed up with ART OF to create a football-inspired jersey, bringing together a shared passion for the game, creativity and community. Inspired by football's iconic moments and the legends behind them, the jersey features an all-over graphic print and ART OF's embroidered details, celebrating the connections that football creates among fans.

Fans can also stay tuned to Guinness Malaysia's official social media channels for an opportunity to win the Guinness x AOF jersey, with more details to be announced soon.



Celebrating the Traditions That Bring Fans Together

Beyond the action on the pitch, matchday is also about the people who share it. From debates over team selections and tactics to friendly banter between rival supporters, these familiar rituals are what fans look forward to each week.

To celebrate the season, Guinness is bringing football-themed in-outlet activations to participating bars and pubs across Malaysia on selected match nights until December 2026*, where eligible fans can stand to win official Guinness merchandise through the following activities:

- **Guinness and Premier League Trivia:** Put your knowledge to the test with trivia questions about Guinness and the Premier League. With the purchase of a Guinness set, eligible participants will receive two trivia entry cards, with rewards going to those with the most correct answers.

- **Match the Jersey:** Test your football knowledge by matching jerseys without club logos to their respective Premier League teams. This activity is open to all eligible patrons.
- **Post-Match Prize Draw:** With the purchase of a Guinness set, eligible participants will receive one entry into a prize draw held after the match. Winners must be present to claim their rewards.

“Every Premier League season brings something for fans to look forward to, regardless of which club they support or how the previous season ended,” said **Joyce Lim, Marketing Manager at Guinness Malaysia**. “As the Official Beer of the Premier League, we're proud to celebrate the season through our limited-edition cans and a range of activities for supporters to enjoy together. It's about being part of the matchday traditions that fans enjoy with friends, while staying true to the quality and character of Guinness.”

The Guinness x Premier League Limited-Edition Cans are now available at selected supermarkets, hypermarkets, minimarkets and convenience stores nationwide, as well as the HEINEKEN Official Stores on Shopee and Lazada, while stocks last.

For more information, visit Guinness Malaysia's official social media pages at **www.facebook.com/guinnessmalaysia** and **www.instagram.com/GuinnessMY**/.

**Guinness and all related promotions, campaigns and contests are strictly for non-Muslims aged 21 and above only. Guinness Malaysia advocates responsible consumption and urges everyone to never drink and drive.*

**Participating outlets and dates are listed below and are subject to change. Additional locations may be announced upon confirmation.*

- ***21 November 2026:*** *Flanagan's Irish Restaurant, Johor*
- ***28 November 2026:*** *Loco TTDI, Kuala Lumpur*
- ***5 December 2026:*** *The Bierhaus @ Century Garden, Johor*

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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**

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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.

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