**PRESS RELEASE**

*For immediate release*

**Beat the Heat with Tiger Crystal**

*Grab your share of the 10,000 cans of Tiger Crystal given away for FREE on 10th and 11th April at selected outlets nationwide.*

**KUALA LUMPUR, 6th April 2021:** Been feeling the heat lately? Stepping out of the house makes us think twice, let alone doing some fun activities out in the hot sun. Be it a BBQ gathering or a fun day out in the sun, getting through the heat can be a real challenge. Add in Malaysians’ love for spicy food, and it’s clear we’re in need of a way to cool down! Tiger Crystal has just the way for you to Beat the Heat and carry on doing what you love!

Brewed at a crystal-cold temperature of -1 degree Celsius, Tiger Crystal is not only refreshing and less bitter, but absolutely perfect for the hot weather! With the amazing promotions ongoing from now until 31st May, now is the time to pick up some ice-cold Tiger Crystals for ultimate refreshment.

For starters, there will be 10,000 free cans of Tiger Crystal given away on the weekend of 10th and 11th April. All you have to do is check out the Tiger Crystal booths at any of the participating outlets listed [here](https://tigercrystal.my/outlets), complete the simple registration process and bring home a free can of Tiger Crystal, while stocks last!

That’s not all, from now until 30th April 2021, you can purchase two 6-can-packs of Tiger Crystal from Giant, Village Grocer, Ben's Independent Grocers, myNEWS, 99 Speedmart, 7Eleven as well as selected supermarkets in East Malaysia and get exclusive Tiger Crystal flask (available in two designs), Tiger Crystal multifunctional pen or Tiger Crystal 3-in-1 charging cable. Of course, if stepping out of the house to purchase is a chore in this hot weather, you can also opt to purchase them from online platforms such as Drinkies and Shopee without breaking a sweat!

To further cool you down, from 15th April until 31st May, you may check out even more participating hypermarkets and supermarkets nationwide, namely AEON, AEON Big, Jaya Grocer and Lotus’s to purchase two 6-can-packs of Tiger Crystal that are also accompanied with an exclusive Tiger Crystal flask!

More information on this promotion and list of participating outlets can be found at [tigercrystal.my](https://tigercrystal.my/).

“With the weather in Malaysia at its hottest recently, we have lined up attractive promotions for our fans to pick up an ice-cold Tiger Crystal to Beat the Heat and cool down. Whether by redeeming their share of the 10,000 free cans of Tiger Crystal or by purchasing the 6-can-packs that come with exclusive Tiger Crystal premiums, we’re sure that our fans will find Tiger Crystal the perfect way to stay cool,” said Pearly Lim, Marketing Manager for Tiger Beer.

Tiger Crystal and its promotions are available to non-Muslims aged 21 and above only. Tiger advocates responsible consumption and urges consumers to not drink and drive. To find out more on how you can Beat the Heat with Tiger Crystal, visit [tigercrystal.my](https://tigercrystal.my/) or Tiger’s social media pages at [www.facebook.com/TigerBeerMY](http://www.facebook.com/TigerBeerMY) and [www.instagram.com/tigerbeermy](http://www.instagram.com/tigerbeermy).

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**About Heineken Malaysia Berhad**

HEINEKEN Malaysia with its portfolio of iconic international brands is the leading brewer in the country. The Company brews, markets and distributes:

* The World’s No. 1 international premium beer Heineken®
* The great taste of Heineken® with dealcoholised Heineken® 0.0
* The World-acclaimed iconic Asian beer Tiger Beer
* The crystal-cold filtered beer Tiger Crystal
* The World’s No. 1 stout Guinness
* The World’s No. 1 cider Strongbow Apple Ciders
* The New Zealand inspired cider Apple Fox Cider
* The all-time local favourite Anchor Smooth
* The premium Irish ale Kilkenny
* The real shandy Anglia

HEINEKEN Malaysia also produces the wholesome, premium quality non-alcoholic Malta. HEINEKEN Malaysia’s brand portfolio also includes the No. 1 German wheat beer Paulaner and Japan’s No. 1 100% malt beer Kirin Ichiban.

HEINEKEN Malaysia through its e-commerce platform, Drinkies now delivers chilled beers and ciders on demand, within 60 minutes or as scheduled. Drinkies also offers freshly tapped beer to cater for home parties and other events including weddings and corporate dinners. For enquiries, call 012-281 8888 or visit [www.drinkies.my](http://www.drinkies.my/)

The Company continues to lead the responsible drinking agenda through its Drink Sensibly campaign.

Listed on the Main Market of Bursa Malaysia, HEINEKEN Malaysia’s principal shareholder is GAPL Pte Ltd based in Singapore. GAPL Pte Ltd is 100% owned by Heineken N.V.

For more information please visit: [www.heinekenmalaysia.com](http://www.heinekenmalaysia.com/)