

For Immediate Release

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HEINEKEN Malaysia's Top Bartender is Set to Shine in Amsterdam

The brewer has crowned this year's Star Academy National Champion to represent Malaysia at the Global Bartender Finals.



PETALING JAYA, 13 September 2024 – At the 2024 Star Academy National Finals today, Heineken Malaysia Berhad (HEINEKEN Malaysia) has crowned Jason Dennis Dcruz from Te Amo, representing the KL/Selangor region, as this year's National Champion.



The remarkable victory has secured him the top spot to represent Malaysia at the Global Bartender Finals in the Home of Heineken®—Amsterdam. There, he will compete for the ultimate title: Heineken®'s World's Best Bartender.



This year marks the seventh edition of the Star Academy programme. The programme is committed to raising the bar in the services sector nationwide by training and enhancing the skills of local bartenders.



Martijn van Keulen, Managing Director of HEINEKEN Malaysia, said, "We are proud to announce that Star Academy has trained over 10,000 bartenders since its inception! Through these efforts, we're not only helping local talents shine — we're also elevating our food and beverage sector, boosting tourism, and supporting local businesses. This is how we raise the bar for the industry and build a culture of excellence among our local bars and bartenders."

Jimmy Ding, Sales Director of HEINEKEN Malaysia, remarked, “2024 is a record-breaking year for participation. We saw over 1,300 talented bartenders from across the nation stepping up and showing off their incredible skills and passion for the craft. At HEINEKEN Malaysia, we believe that serving the best beers to our customers goes beyond the brewery, and that starts with us working hand-in-hand with our trade partners and bartenders.”



The 2024 Star Academy National Finals brought together fierce competition, with finalists hailing from Sabah, Sarawak, Penang, Kuala Lumpur, Perak, and Johor.



The competition also featured a distinguished panel of judges, including Cian Hulm, Commercial Quality Manager, and Wayne Wong, Commercial Quality Lead of HEINEKEN Malaysia, as well as two special guest judges – Gerard Anselm, Star Academy Trainer from HEINEKEN Malaysia and Joyce Lim, Marketing Manager of Heineken® brand in Malaysia.



National Champion Jason Dennis Dcruz from Te Amo, representing the KL/Selangor region, shared, “I’m incredibly grateful for the opportunity HEINEKEN Malaysia’s Star Academy 2024 has given me. A big thank you to everyone who supported me along the way. I can’t wait to compete in Amsterdam and represent the spirit of our region on the global stage.”

For more information on HEINEKEN Malaysia’s Star Academy, visit <https://star-academy.heinekenmalaysia.com/>. HEINEKEN Malaysia's beers, stout, cider and all related promotions and activities are strictly for non-Muslims aged 21 and above only.

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About Heineken Malaysia Berhad

HEINEKEN Malaysia is one of the leading brewers in the country with its portfolio of iconic international brands. 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 bold twist on Tiger's iconic lager **Tiger Soju Flavoured Lager**
- The World's No. 1 stout **Guinness**
- The smooth and creamy **Guinness Draught in a Can**
- The premium wheat beer born in the Alps **Edelweiss**
- The New Zealand inspired cider **Apple Fox Cider**
- The all-time local favourite **Anchor Smooth**
- The premium Irish ale **Kilkenny**
- The real shandy **Anglia**
- The wholesome, premium quality non-alcoholic **Malta**.

HEINEKEN Malaysia is committed to advocating responsible consumption through its Enjoy Responsibly and When Your Drive, Never Drink campaigns. HEINEKEN Malaysia's corporate social responsibility initiatives are carried out by its CSR arm, **SPARK Foundation**, focusing on environment and community partnerships.

HEINEKEN Malaysia through its e-commerce platform, Drinkies now delivers chilled beers and ciders on demand. Drinkies also offers freshly tapped beers to cater for home parties and other events including weddings and corporate dinners. For enquiries, call 012-281 8888 or visit www.drinkies.my.

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

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