

For Immediate Release

23 August 2024

Star Academy Kicks Off Search for 2024 Top Bartender

National Champion to compete on the world stage at the Global Bartender Finals in Amsterdam.



Star Academy 2024

PETALING JAYA, 23 August 2024 – Returning for its 2024 edition, HEINEKEN Malaysia’s National Star Academy Championship and Training is once again calling its partner bartenders to showcase their skills and earn a spot to compete on the global stage!

Continuing its commitment to raising the standards in the services sector across the nation since 2018, the Star Academy programme has kicked off its seventh edition to train and enhance the skills of local bartenders. The focus is on mastering the art of the perfect pour for beers in HEINEKEN Malaysia’s portfolio, particularly Heineken® and Guinness.

Similar to previous years, this year’s training sessions are held in major cities across Malaysia, including Selangor, Johor, Perak, Penang, Sabah, and Sarawak, engaging more than 1,300 bartenders. Upon completion of trainings, participants will compete in the regional level competitions, with winners moving on to the National Championship in September. The National Champion will then represent HEINEKEN Malaysia at the Global Bartender Finals in Amsterdam.

This year's training sessions also introduced a more dynamic and interactive experience with expert-led workshops. These sessions enable bartenders to familiarise themselves with HEINEKEN Malaysia's diverse portfolio as well as the 7C's Quality Guide – a comprehensive guide on ensuring the perfect glass of beer from the optimal temperature to glass cleanliness and to master the perfect pour.



Cian Hulm, Commercial Quality Manager, presented the 7C's Quality Guide at the Star Academy Regional Training session.

Martijn van Keulen, Managing Director of HEINEKEN Malaysia, said, "At HEINEKEN Malaysia, Brewing the Joy of True Togetherness is more than just a mission — it's our purpose. Our Star Academy programme goes beyond a training platform; it's an empowering journey for our partners and bartenders. By enriching their knowledge and refining their skills, we ensure they deliver the perfect pour, every time, enhancing the experience for our consumers. We are thrilled to see how these talented individuals will innovate and uphold the heritage and quality that defines our beloved brands."

HEINEKEN Malaysia plays a vital role in driving the nation's economic and social growth. "With programmes like Star Academy that has trained more than 10,000 bartenders since its inception, we are creating jobs in the food and beverages sector while contributing to tourism, besides empowering local businesses and enhancing local talent. By refining bartending skills, we help our partners to deliver a superior experience to serve our consumers better. This is how we elevate industry standards and foster a culture of excellence among our local bars and bartenders," Martijn added.



PRESS RELEASE

What's New in this year's National Star Academy Championship and Training?

The best of the best will be competing on the global stage

This year's National Champion will have the honour of representing HEINEKEN Malaysia at the Global Bartender Finals in Amsterdam — the place where Heineken® was first brewed.

The return of former champions as Star Academy Ambassadors

Comprising former regional champions, Star Academy Ambassadors will illuminate the path for this year's participants as well as share their expert insights, experience, and best practices. What's more – some of them will also be part of the eight-judge lineup for the 2024 national championship.

The introduction of a mixology experience from the Alps

An exciting component focused on creative cocktail crafting using Edelweiss, where participants are encouraged to explore new flavour combinations and presentation techniques. This dual focus ensures that they not only master the technical skills needed for perfect pours, but also unleash their creativity by blending tradition with contemporary flair.

As the Star Academy 2024 journey progresses, stay tuned as excitement builds toward the grand finale in September, where champions from different regions from this year's training sessions will showcase their skills to compete for a spot in the Global Bartender Finals.

For more information on HEINEKEN Malaysia and the company's initiatives, please visit www.heinekenmalaysia.com.

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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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