

PRESS RELEASE

For immediate release

Life is Peachy with Edelweiss Peach

Treat the senses with the newly launched Edelweiss Peach, now available for purchase at participating outlets across Peninsular Malaysia.

KUALA LUMPUR, 9th October 2024 – Get ready to awaken your senses - Edelweiss Peach is now available in Malaysia. Combining the refreshing qualities of wheat beer with the perfect hint of delicately sweet peach, this latest innovation from Heineken Malaysia Berhad invites you to experience fruity refreshment in every sip.

Now available for purchase in 320ml cans, you can find Edelweiss Peach at selected supermarkets, hypermarkets and convenience stores across Peninsular Malaysia. Crafted from golden wheat and infused with the sweetness of peaches, Edelweiss Peach brings a bright and delightfully refreshing taste that is sure to awaken your senses. With its subtly sweet notes and crisp fruity finish, Edelweiss Peach adds a touch of fun to everyday moments.

“We are excited to introduce Edelweiss Peach to the Malaysian market, a vibrant new variant that has already received positive feedback from consumers. With this launch, we are proud to offer a flavour experience that taps into the lighter, more enjoyable side of life. Our ‘Feel the Peach’ campaign embodies the spirit of this innovation, and we can’t wait to see how our consumers embrace Edelweiss Peach in their everyday moments,” said Willemijn Sneep, Marketing Director of HEINEKEN Malaysia.

The ‘Feel the Peach’ campaign is a playful spin-off from the brand’s ‘Feel the Alps’ campaign, both designed to offer consumers a rich, sensorial experience. This new campaign captures the sweet and fuzzy essence of peaches, inviting everyone to experience life’s simple joys. This October, keep an eye out for Edelweiss Peach booths at selected hypermarkets and supermarkets to feel and taste the peach.

Promotions and Merchandise

At AEON, shoppers can explore the vibrant world of Edelweiss with our latest ‘Feel the Peach’ campaign which embodies the playful and lively essence of Edelweiss Peach, inspiring consumers to savour life’s simple pleasures.

To celebrate the launch, shoppers can look forward to exclusive promotions and merchandise at various outlets. From backpacks to tote bags, and even free cans of Edelweiss Peach, there’s plenty to enjoy while stocks last. Edelweiss Peach is available across Peninsular Malaysia at selected supermarkets, hypermarkets, convenience stores, and online retail stores, including Drinkies.

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For more information on the “Feel the Peach” campaign and promotions, visit the brand’s [Instagram](#). Edelweiss and all related promotions and activities are strictly for non-Muslims aged 21 and above only. Edelweiss advocates responsible consumption and urges consumers to not drink and drive.

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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 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**
- Edelweiss, infused with juicy peach flavour – **Edelweiss Peach**
- 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**
- The wholesome, premium quality non-alcoholic **Malta**.

HEINEKEN Malaysia through its e-commerce platform, Drinkies now delivers chilled beers and ciders on demand. 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.

The Company continues to lead the responsible drinking agenda through its Enjoy Responsibly campaign. The corporate social responsibility arm of HEINEKEN Malaysia, **SPARK Foundation** was established in 2007 to grow with local communities in the areas of environmental conservation and education for a better tomorrow. Be the SPARK for change and visit www.sparkfoundation.com.my for more information.

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

For more information, please visit: www.heinekenmalaysia.com