

PRESS RELEASE

For Immediate Release

Heineken Seeks the World's Best Bartender

Heineken Global Bartender Competition 2018

JAKARTA, May 8th 2018 – The world premium beer brand, Heineken, holds Heineken Global Bartender Competition 2018. This competition is the world's best bartender' search for the perfect serve of Heineken draught beer. For your information, besides great beers with premium quality, the quality of draught beer is also in the hands of a bartender when serving it to the consumers. This is certainly not easy, because it takes passion, skill, and quality to serve a perfect glass of beer.

For over 150 years, Heineken has always been committed to delivering world-class premium beers consistently anywhere around the world. Ranging from raw material selection to a glass of beer to the consumers, all the stages have been through strict quality control. "The best quality is at the heart of Heineken's business, this is what underlies our Heineken Global Bartender Competition 2018 program," said Mariska van Drooge, Marketing Director PT Multi Bintang Indonesia Niaga, at the final of Heineken Global Bartender Competition 2018, Jakarta (08/05). Mariska added the role of a bartender is very important to ensure the perfect quality beer to the hands of consumers.

In Heineken Global Bartender Competition 2018, each bartender will demonstrate their expertise in performing Heineken Star Serve, the perfect serving method. "In serving a perfect draught beer, every bartender should do five steps of Heineken Star Serve: Rinse, Pour, Skim, Check and Serve," said Erik Tackenkamp, Global Draught Master Heineken.

Furthermore, Erik explains, Rinse is a glass washing technique, Pour is a technique of pouring beer at a 45 degree angle, Skim is to skim off excess foam, Check is to ensure the foam sits nice and firm on the shoulders of the red Heineken star on the glass, and Serve is a serving technique to the consumer. These five steps ensure the bartender can pour a perfect glass of beer every time. Erik added the only reason someone orders a second beer is the quality of the first.

Previously, Heineken Global Bartender Competition 2018 qualifying round has been held in five cities in Indonesia, including Medan, Surabaya, Bali and Jakarta with the total 135 participants. From that number, 36 entrants have been selected to enter the final round and finally bartender from Surabaya, M. Fauzi from Foreplay outlet has become a winner and will represent Indonesia in Heineken Global Bartender Competition 2018 in Amsterdam.

Besides having an honor in promoting Indonesia on the world stage, if he won the Heineken Global Bartender Competition 2018, then he will become Heineken Official Ambassador Worldwide and get two tickets to watch Formula 1.

"This event is a real action from Heineken to provide an opportunity for Indonesian bartenders to show themselves on the world stage," Mariska concluded.

About Heineken – www.heineken.com/id

Heineken is a global brand that born in Amsterdam and raised by the world. For over 150 years, Heineken has become a world-renowned premium beer brand. Heineken is made from natural ingredients, such as barley malt, water, hops, and a small but important ingredient called A-Yeast. Since the 19th century, Heineken's unique A-Yeast is responsible for the rich balanced taste and subtle fruity notes that have distinguished every single Heineken. These natural ingredients are processed with fermentation to produce beer of world quality. In Indonesia, Heineken is available in two variants: Heineken (4.8% alcohol content) and the latest is Heineken Light (beer with a low alcohol content of 3.3%).

About PT Multi Bintang Indonesia Tbk. – www.multibintang.co.id

Multi Bintang grew in strength to become a reputable and responsible Beverages Company in Indonesia and a proud history of more than 85 years in Indonesia. Identical with Bintang beer, Indonesia's iconic beer, Multi Bintang also offering another portfolio of beer brands and non-alcoholic beer/beverage brands. Multi Bintang produces and markets Heineken (world's premium beer brand), low alcohol Bintang Radler and non-alcoholic beverages Bintang Radler 0.0%, Bintang Zero 0.0%, Bintang Maxx, Green Sands and Fayrouz in Indonesia. Recently, Multi Bintang also markets Strongbow, number 1 Cider brands in the world. Besides products, Multi Bintang also shines through its performances and peoples. PT Multi Bintang Indonesia Tbk was awarded as the Top Capital Market Food and Beverages Sector in 2017, Stellar Workplace Awards 2017, Sustainable Business Awards 2016-2017, and Bintang beer was awarded as the Most Valuable Indonesian Brand from 2013-2017.

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