

PRESS RELEASE

For Immediate Release

Supporting Service Excellence, Multi Bintang with Jakarta Hotel Association Held Responsible Service of Alcohol Beverages

Excellent & Responsible Service of Alcohol beverages Training

JAKARTA, 02 Mei 2018 – PT Multi Bintang Indonesia Tbk (Multi Bintang) in collaboration with Jakarta Hotel Association (JHA) held a responsible service of alcoholic beverages. As a company which is very close to hospitality and tourism industry, this training is a real participation of Multi Bintang to improve service excellence in the hospitality sector and tourism industry in Indonesia. Following this training, hotel managers, employees, and bartenders are expected to understand consumers' behavior better and advocate them to enjoy alcohol beverages responsibly.

"As a pioneer in educating responsible service of alcoholic beverages in Indonesia, Multi Bintang and our outlet partners always strive to serve customers better and advocate them to enjoy alcohol beverages responsibly," said Bambang Britono, Corporate Affairs Director of PT Multi Bintang Indonesia (Persero) Tbk, in Jakarta (02/05). Bambang added, this activity shows our responsibility in supporting Indonesian tourism, which is actively involved in improving the excellence of hospitality services sector.

"We appreciate Multi Bintang in educating our partners in hospitality and tourism industry a responsible service of alcoholic beverages," Head of Jakarta Accommodation and Restaurant, Tourism and Culture Ukar Saputra in his welcoming speech.

"As with many other developed nations, irresponsible use of alcohol can become a problem. We applaud Multi Bintang for taking the leadership role in educating our hospitality and food and beverage colleagues through training, the safe serving and standard operating procedures for how we should conduct business in this area," said Chairman of the Jakarta Hotel Association (JHA) Richard S. Mau.

The training module for responsible service of alcoholic beverages consists of general information of alcohol, the process of alcohol absorption in the body, and strategies in serving while spotting consumers with excessive drinking. For example, outlet employees can politely advise consumers to consume snacks, soft drinks, or mineral water while spotting consumers with excessive drinking.

"Through this activity, Multi Bintang expects our outlet partners can advocate their customers to enjoy alcohol beverages responsibly at bars, hotels, restaurants, and cafes," Bambang concluded.



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.

Contact Person:

Michael Bliss – *Corporate Communications Officer*

Phone: (021) 2783 3800 ext. 7401 / Email: Michael.Bliss@multibintang.co.id