

## **Supporting Tourism, Multi Bintang and STP Bali Hold Responsible Beer Presentation Training**

*Strategic Collaboration of Company and University for Domestic Tourism Excellence*

**BALI, 14 October 2019** – Tourism is the driving force for Indonesia's economic development. There is no better start to secure this growth driver sustainably than to provide adequate vocational training for the future workforce. In line with that cause, PT Multi Bintang Indonesia Tbk (Multi Bintang) has committed to providing responsible serving training to students at the Bali College of Tourism (STP) since 2015. This initiative is one of the highlights of how Multi Bintang, as a responsible beer manufacturer, desires to improve service excellence for the tourism industry in Indonesia.

"As the pioneer, Multi Bintang has collaborated with various tourism colleges in Indonesia to provide serving education and advocating the consumers to enjoy beer responsibly," said Ika Noviera, Corporate Affairs Director of PT Multi Bintang Indonesia Tbk, in Bali (14/10). Later, when these students graduate, most of them will work or become entrepreneurs in the tourism industry in Indonesia.

The training modules aim to ensure that each consumer can have a satisfactory moment enjoying the product responsibly and promote a safe drinking environment for everyone, especially in tourist attraction areas. The presentation training provided useful knowledge and tips on how to prevent underage drinking, lessen drink driving, and serve consumers under the influence of excessive consumption. Overall, this will help consolidate the positive perception of the hospitality sector and the tourism industry.

The training provided by Multi Bintang benefits a wide range of parties in the hospitality sector. The knowledge absorbed by the students will be a great asset for their learning as well as the employers' business. With the beer servers act as gatekeepers, the increased level of customer service will improve customers' relations and reduce the liability exposure risk for the outlet.

"We appreciate Multi Bintang's effort to improve service excellence for the tourism industry in Indonesia. By being equipped necessary knowledge on serving beer responsibly, our students will be able to contribute positively to the development of hospitality and the tourism industry in Indonesia," said Dr. Eka Mahadewi, Acting Head College of Tourism (STP) Nusa Dua Bali.



Multi Bintang has been carrying out the responsible serving training for four years and commits to making responsible consumption aspirational throughout all the brands. The company will continue its journey to create a more significant impact with more stakeholders, aiming to further accelerate its contribution to the development of Indonesia's tourism industry.

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**About PT Multi Bintang Indonesia Tbk. – [www.multibintang.co.id](http://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 people. 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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