

PRESS RELEASE

For Immediate Release

Bintang Beer Promotes Indonesia in United Kingdom

Bintang Beer is Available in United Kingdom

ENGLAND, January 22nd 2018 – The iconic Indonesian Beer, Bintang beer, is now present in the United Kingdom following a strategic partnership between PT Multi Bintang Indonesia (Persero) Tbk (Multi Bintang) and Kingfisher Beer Europe Ltd., authorized distributor of Bintang Beer. Bintang beer is available throughout Morrisons supermarket chain and several hotels, restaurants, cafes that have licensed to sell beverages in the United Kingdom.

"Now, consumers in the United Kingdom can feel the taste of Indonesian beer with the presence of Bintang beer here," said Michael Chin, President Director of PT Multi Bintang Indonesia Tbk in England (22/01). As a brand, Bintang beer and Indonesia cannot be separated. Michael added, we hope the experience of enjoying the iconic Indonesian beer helps support the image building of Indonesia (nation branding) which is currently being intensively conducted by the government now.

Currently, Bintang beer is regarded on par with other world-renowned beer brands and amongst the beer lovers' brand of choice in United Kingdom and abroad. Besides United Kingdom, Bintang beer is also available in Malaysia, Singapore, Timor Leste, Japan, Australia, and Netherlands.

Interestingly, Bintang beer is in premium beer category in the United Kingdom. In addition to being available at the Morrisons supermarket chain, Bintang beer will be targeting a growing Asian restaurant in United Kingdom. Additionally, Bintang beer will also target pubs and premium bars in London and Manchester.

For your information, Morrisons is the fourth largest supermarket chain in United Kingdom since 1931. Currently, Morrisons has more than 500 outlets throughout the United Kingdom and online home delivery. Bir Bintang is available at Morrisons supermarket in 620ml size and is sold for £2.



About Bintang beer – www.birbintang.co.id

Bintang beer is Indonesia's iconic beer brand that has been sold worldwide. For more than 85 years, the distinctive taste of Bintang beer comes from the finest selection of raw materials along with a high standard of brewing. Bintang beer have also won many awards, including "Champion Beer" and also Gold Medal Winner in International "The Brewing Industry International Awards 2011" competition, a prestigious competition that is often equated with 'Oscar' competition in beer industry. Along the way, Bintang beer has also won 6 gold medals from 'Monde Selection', a leading international institution in terms of world quality selection.

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 one of the Indonesia Best Public Companies 2014, Indonesian Employer of Choice 2013, Best Water Management di Sustainable Business Award 2016, and Bintang beer was awarded as the Most Valuable Indonesian Brand from 2013-2016.

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