

PRESS RELEASE

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Bir Bintang Will Be Available in Four Continents in the World

Bir Bintang is exported to United States

TANGERANG, 13 August 2018 – PT Multi Bintang Indonesia Tbk (Multi Bintang) is aggressively exploring new markets. This time, Bir Bintang goes to United States, after Multi Bintang's previous export to South Korea that took place in May 2018. This would literally mean that once Bir Bintang reaches United States soil, Bir Bintang is then available in four continents such as Asia, Europe, Australia, and America.

"We are very proud that Bir Bintang, brewed by the best Indonesians, will soon make it to United States. This would then mean Bir Bintang will be available in four continents in the world," said President Director PT Multi Bintang Indonesia Tbk Michael Chin, during the ceremony of Bir Bintang's First Export Shipment to United States in Tangerang (13/08).

Bintang export to United States is a rather unique as it is driven by demand mostly from surfers from United States coastlines after they travelled to Indonesia. As the ultimate surfer paradise, Indonesia is well known for its beautiful beaches and waves along its 95.000 km coastline. It also has numerous options for surf spots with world-class waves attract surf travelers, both beginners and professional alike. In short, Indonesian archipelago is no doubt a haven for surfers. Michael said, they considered Bir Bintang as their choice of beer and will be excited to find that it is now available in the United States.

Besides being popular among American surfers, there is also an increasing number of Southeast Asian restaurants in the United States. These consumers seek out authentic products and experiences, for examples, they like to drink imported beer from Southeast Asian market. Michael said, this is a good opportunity for Bir Bintang to bring Indonesian taste to the United States.

Bir Bintang will be sold in can packaging in accordance with the recent trend in United States. Cans are viewed as environmentally friendly by American consumers. They thought, it is easier to recycle and has a lower carbon footprint during shipping. Can is also a good fit with the active, outdoor lifestyle of the surf community. It is because can is lighter than bottle, no breakable glass, and chills faster than bottle.



Bir Bintang will be available in beach city surf bars, upscale beach city restaurants, Indonesian and Southeast Asian restaurants. Besides that, Bir Bintang is also available in premium supermarket chains, upscale specialty beverage store chains, Asian American supermarket chains, and local markets near popular surf spots. "As an iconic beer brand in Indonesia, Bir Bintang will promote Indonesian taste in the United States," Michael concluded.

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 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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