

A Stout Story

It all started with a journey almost 250 years ago...

The birth of Guinness can be traced all the way back to 1759 when Arthur Guinness discovered a disused brewery at St James's Gate in Dublin, Ireland. Having great faith in his beer brewing abilities, he signed a 9000 year lease at 45 pounds per year. This small start would eventually lead to greatness that even Arthur himself could never have envisioned.

From the 18th century to the 19th century, GUINNESS was brewed here. At that time, Ireland had over 200 breweries, with 70 alone in Dublin. By 1833, Guinness had become the country's number one brewery. Its production was so large that the aroma of its roasted malt could be smelled from over one kilometre away.

Guinness' contribution to the city was so great that by 1930, every 10th male adult in Dublin was working at its brewery. They enjoyed higher salaries and greater benefits previously unheard of. In fact, any woman marrying a man who worked at Guinness would consider him a good catch.

Guinness in Malaysia

Guinness first arrived here from Dublin in the 1880s when our country was still known as Malaya. Our forefathers recognised the goodness in Guinness. With consumption of Guinness on the rise, the company soon decided that the time was right to open a brewery here, and the first overseas Guinness brewery opened in Sungei Way. The first Prime Minister, Tunku Abdul Rahman and the company's first Managing Director Dr I. W. Scott, officiated the opening of the brewery.

The great taste of the drink fast gathered a huge following, famously known as a drink with distinctive quality and full of flavour. The recipe for this is no secret. Guinness is specially brewed from four simple ingredients ; Barley, Hop, Yeast and pure water.

Over the years, Guinness has grown from a drink after a hard day's work to a loyal friend to our drinkers. This special bond has put Malaysia in the top five Guinness markets in the world. With over 10 million pints enjoyed in 150 countries every day, this is indeed no small feat for a great drink!

Now after two centuries as the world's number one stout, Guinness will always be a trusted companion.