

A STYLISH CELEBRATION OF MALAYSIAN IDENTITY WITH JULIE'S LATEST LIMITED-EDITION FREE SWAG POUCH FOR MALAYSIA DAY



Kuala Lumpur, 13 September 2024 – Julie's has teamed up with local streetwear brand, Pestle & Mortar Clothing (PMC) to launch a special campaign for Malaysia Day, celebrating the country's unity and rich culture. This campaign features the release of a stylish limited-edition swag pouch designed with Malaysian-inspired motifs – a must-have item for proud Malaysians. To get your hands on this fashionable and functional Malaysian swag pouch, purchase any two packs of Julie's Peanut Butter Sandwich 360g and/or Julie's Cheese Sandwich 336g in a single receipt. This Malaysia Day campaign will run from 16 September onwards till stocks last.

Tzy Horng Sai, Director of Julie's Biscuits said, "This campaign is about celebrating what makes Malaysia unique. It's a tribute to our country's culture and the collective pride we share as Malaysians. Our collaboration with Pestle & Mortar Clothing has allowed us to create a swag pouch that truly captures the Malaysian spirit in its design. Not only does it look fantastic, but it also resonates deeply with the Malaysian identity. We are excited to share this with fellow Malaysians and invite them to take home a piece of Malaysia with our exclusive swag pouch."

The Malaysian swag pouch is crafted with both aesthetics and functionality in mind. Its exterior showcases a modern custom batik design with subtle peanut butter sandwich

motifs, a perfect blend of well-known Malaysian elements with a contemporary twist. For its interior design, it features classic Malaysian elements such as the yellow school bus, the Rafflesia, Durian, 'Teh Ice Ikat Tepi', and even the Julie's Peanut Butter Sandwich- a treat that has been a favourite for generations.

For many Malaysians, the Julie's biscuit sandwich has been a staple growing up, evoking memories of childhood with every bite. The Julie's Peanut Butter Sandwich pairs rich peanut butter cream with crispy, lightly salted crackers, making it a perfect anytime snack. Loved by all ages, the Julie's Cheese Sandwich combines mildly sweet and salty cheese cream between the same golden-baked crackers.

"This collaboration with Julie's is a celebration of what makes us uniquely Malaysian. At Pestle & Mortar Clothing, our designs have always been about telling stories that resonate with the everyday experiences of Malaysians, and this limited-edition swag pouch does just that. We're excited to offer Malaysians a piece of this celebration, and we hope it brings as much pride to them as it does to us," says Hugh Koh, Co-Founder and Chief Vision Officer of PMC.



Taking pride in the nation's culture and promoting it is a long-standing tradition for Julie's. The brand in 2022 collaborated with globally renowned graffiti artist Cloakwork to commission a mural called Julie's Magnificity in Melaka that highlights Malaysia's popular landmarks and icons. This art installation enriched Melaka by turning the mural spot into a must-visit photo destination for visitors in the state, while also promoting Malaysia's rich heritage.

After two successful years, Julie's Magnificity concluded its contract in August 2024. To commemorate this occasion, Julie's held a tribute event at the location in Jalan Munshi Abdullah featuring a Magnificity magnet giveaway for visitors, offering them a memorable souvenir and a chance to capture the mural's final moments in the city.

Continuing its commitment to celebrating and promoting the nation's rich heritage, its latest creation, the Malaysian swag pouch will be up for grabs at major participating retailers. This includes Aeon, Max Value, Aeon Big, Lotus's, Mercato, Cold Storage, Sam Groceria, Jaya Grocer, Village Grocer, The Food Merchant, Bens Independent, and Julie's official [Shopee](#) and [Lazada](#) flagship store. To take a peek at the exclusive swag pouch and see its stunning design, watch the promotional video [here](#).

Don't miss out on this special opportunity to celebrate Malaysia Day and take home a unique, limited-edition item that you will be proud to own. For continuous updates on Julie's latest promotions, contests, and activities, visit our [website](#) or follow us on Facebook at www.facebook.com/JuliesBiscuits and Instagram at www.instagram.com/juliesbiscuits.

Photo Caption 1 (photo above in page 1): The exclusive Malaysian Swag Pouch by Julie's and PMC for Malaysia Day

Photo Caption 2: Malaysian Swag Pouch Gift with Purchase Poster

Photo Caption 3: Cloakwork with his magnet design during the Julie's Magnify Magnet Giveaway

Photo Caption 4: Group photo with Julie's Magnify, featuring the Julie's Marketing team, Zozo, and Cloakwork

Photo Caption 5: Visitors delighted with the exclusive Julie's Magnify Magnet

About Julie's

Julie's is an international, award-winning biscuit brand sold in 80 countries. Founded in Melaka, Malaysia and marketed as Julie's since 1985, the brand undertook its milestone rebranding campaign in 2020. The original blonde Julie, a household icon, has been rejuvenated to appeal to today's consumers. Julie now sports a shorter bob-haircut, red and blue headband with a forward and an upward look of certainty, reinventing her appeal with new generation consumers. For further information on Julie's Biscuits, visit www.julies.com.my/

About Pestle & Mortar Clothing (PMC)

Established in the year 2010, Pestle & Mortar Clothing isn't just about what you wear, but also a projection of our personal lifestyle, culture and homeland. Our designs pay homage to the things we find familiar whilst growing up in Southeast Asia. This approach makes it even more personal for us; our geography, through our eyes. The most ordinary and mundane things sometimes define who we really are, but more importantly, where we come from. Using apparel as a canvas for stories, we aim to spark conversations through our designs and ultimately show the world what Southeast Asia is capable of. For further information on PMC, visit pestlemortarclothing.com.

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