

FOR IMMEDIATE RELEASE

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HEINEKEN® WANTS BEER DRINKERS TO RAISE A SCARF IN SUPPORT OF INTERNATIONAL SOCCER PLAY

White Plains, NY (May 10th, 2018) Heineken®, the official beer sponsor of the MLS, is leveraging their soccer authority to make sure consumers are ready this summer with a guaranteed win. With the U.S. men's national soccer team out of international competition, American fans are looking to other countries to find a new team to cheer on. Enjoyed in 192 countries, only Heineken® has the international renown to help fans put their faith in another country's team. With national media, including TV advertising on Telemundo and Univision and soccer-themed POS, Heineken is bringing a compelling program to retail this summer and offering consumers limited edition scarves to cheer on their favorite teams.

The late May through August 'Raise Your Scarf' promotion is intended to increase Heineken® features and displays to maximize retailer sales and profits. High-impact POS can be leveraged to attract more valuable consumers, drive conversion, maximize basket rings and drive incremental drinking occasions. "This summer program reinforces the connection between Heineken® and soccer," said Rob Ryder, Heineken Brand Manager. "There's no shortage of teams to cheer and no better way than by waving a country scarf while enjoying a cold Heineken®. This unique program offer will drive shoppers to purchase and retailers to cheer higher basket rings and repeat purchase as soccer coverage lasts all summer long."

Program activation is meant to drive purchase at retail. Where legal, shoppers who buy any two 12-packs in the off-premise or any four bottles or draught beer on-premise can text a key word to 85500 to receive a link to a special microsite to scan their receipt. With that, they receive a limited-edition Heineken®, country-customized soccer scarf, with 10 countries to choose from. In states where purchase of Heineken cannot be required, consumers can purchase the scarf and still be part of the action. Soccer-themed POS includes pole toppers and standees to support mass

displays off-premise while table tents, banners and posters drive visibility and engagement on-premise. National media, part of Heineken's on-going support for soccer, will drive awareness of the summer promotion and drive traffic to the retail outlets.

"This fully integrated promotion provides merchandising materials, social media templates and staff training for on-premise accounts to hold soccer viewing parties; a sure way to drive traffic on match days," continued Ryder. "Soccer-themed giveaways will generate participation and keep the parties going all summer long. Displays off-premise will extend awareness and engagement and create a virtuous circle between the channels. It's a true win-win for retailers and shoppers."

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About HEINEKEN USA

HEINEKEN USA Inc., the nation's leading high-end beer importer, is a subsidiary of HEINEKEN International NV, the world's most international brewer. Key brands imported into the U.S. are Heineken®, the world's most international beer brand, the Dos Equis Franchise, the Tecate Franchise and Strongbow Hard Ciders. HEINEKEN USA also imports Amstel Light, Amstel Xlight, Indio, Carta Blanca and Bohemia brands. For the latest information on our company and brands, follow us on Twitter @HeinekenUSACorp, or visit HEINEKENUSA.com.