



Heineken launches first fully branded airport bar in Hong Kong

Amsterdam, 5 March 2007 - Heineken International announced today the opening of the Heineken Bar in the new Terminal 2 of Hong Kong International Airport. This is the first fully branded beer-focused outlet specifically developed for an airport.

Heineken intends to selectively roll out this Heineken branded, bar concept to key international airports which support the brand's premium positioning.

The new bar is aimed at international travellers who look for a branded entertaining and premium beer experience that they can share with others from around the world.

Erik van de Ven, manager Duty Free & Travel Retail Heineken International, commented: "In a highly cosmopolitan environment like a major airport, there are clear commercial benefits to using the only truly international premium beer brand, Heineken, as the unique attraction for travellers. Experience demonstrates that branded bars in local markets attract more consumers and are substantially more profitable than unbranded bars. In an airport environment we expect even better results."

The total area of the Heineken Bar is 100 square meters with seating capacity for up to 70 people. Both Heineken and Heineken Extra Cold are available on tap and in bottles along with a selection of alcoholic and non-alcoholic beverages and snacks. Entertainment is an important aspect, and the bar will broadcast Heineken sponsored international sport, film and music events. In addition, the bar will also showcase and allow consumers the opportunity to try out Heineken innovations such as DraughtKeg.

The Heineken brand is the leading beer on board the world's major airlines with 55 listings, more than any other beer brand. For Heineken, being present on these airlines is a perfect opportunity to showcase the brand to 1.4 billion international passengers every year. The airport bar is a natural extension of this strategy and reinforces the brand's position as the world's most international premium beer brand.

To download images of the Heineken Bar, please visit <http://www.heinekeninternational.com/mediakitlocations.aspx>

Editorial information

The Heineken brand is sold in almost every country in the world. Additional information is available on <http://www.heineken.com> and <http://www.heinekeninternational.com/>.

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