



## **Amstel Pulse wins GOLD at the Cannes Lions**

Amsterdam, 10 July 2008 – Amstel proudly announces that the Amstel Pulse bottle won the Gold Lion at the prestigious 2008 Cannes Advertising Awards. The bottle was selected from over 1,000 entries for best Packaging Design.

The design of Amstel Pulse is built around the core Amstel bulls' eye logo, which was first used more than 50 years ago. The contemporary bottle with a rip cap is clear, transparent glass with a unique embossed 'ripple' effect that expresses vibrancy. The shape has been designed to be 'easy to hold'.

Amstel collaborated with brand design agency VBAT in Amsterdam to develop this prize-winning bottle. International Amstel Manager, Jacco van der Linden, said: " I am delighted with Amstel winning the first Gold Lion in this new design category. The award is important to us as a brewer, because it shows recognition for undertaking new, daring initiatives in a relatively traditional industry."

Amstel Pulse, which was first launched in Russia in December 2005, targets the growing global appreciation for an easy to drink, full strength lager with a refreshingly smooth taste from the city of Amsterdam.

Currently, Amstel Pulse is available in nine countries: Russia, Hungary, New Zealand, Greece, Australia, Dubai, Norway, Italy and Bermuda.

### **Editorial information:**

Amstel is an important brand within the global portfolio of Heineken, with availability in more than 100 markets. Amstel, founded in 1870, has a long tradition for brewing quality beer and has been consistently innovative in its approach to product development, packaging and marketing. Additional information is available on <http://www.amstel.com/>

The International Advertising Festival - Cannes Lions - is the largest gathering of worldwide advertising professionals and advertisers as well as the most prestigious annual advertising awards. Additional information is available on [www.canneslions.com](http://www.canneslions.com)

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