

His Majesty King Don Juan Carlos I of Spain opens new Heineken brewery in Seville

Amsterdam, 22 October 2008 - Heineken International announced today the official opening of its newest brewery in Seville, by His Majesty, King Don Juan Carlos I of Spain.

Located seven kilometres from where the old plant of La Cruz del Campo used to be in the centre of Seville, the brewery, nicknamed “Jumbo”, because of its scale and size, is the most modern and technologically advanced in Europe.

The King said that he was very impressed with the installations of the new brewery. He greeted the workers and uncovered a plaque commemorating his visit. A number of political and business leaders participated in the opening. They included, the President of the Regional Government of Andalusia, Manuel Chaves González and the Lord Mayor of Seville, Alfredo Sánchez Monteseirín.

The event was also attended by Charlene de Carvalho-Heineken, Michel de Carvalho, member of the Supervisory Board of Heineken N.V., Jean-François van Boxmeer, Chairman of the Executive Board and CEO of Heineken N.V., René Hooft Graafland, member of the Executive Board and CFO of Heineken N.V., Didier Debrosse, Regional President Western Europe of Heineken N.V., the Managing Director of Heineken España, Carlos de Jaureguizar and Heineken España’s Supply Chain Director, Enrique Fernández Haya.

Commenting on the opening, Didier Debrosse, Regional President Western Europe of Heineken N.V. said: "We are honoured to have His Majesty King Juan Carlos inaugurating our new brewery today. His presence is a proud moment for our company and underlines the importance of this brewery for the Andalusian region as well as Heineken España’s historic relationship with the Spanish Royal House. This new brewery demonstrates our ongoing commitment to the Spanish brewing industry and our intention to maintain our market leadership."

Carlos de Jaureguizar, Managing Director of Heineken España, said: “Today marks a significant step forwards for Heineken’s business in Spain. The Seville brewery will now have increased annual production capacity of 5 million hectoliters and state of the art technology will also significantly enhance our environmental credentials.”

King Don Juan Carlos visited Cruzcampo’s Pavilion in the Universal Exhibition of 1992, following in the footsteps of his grandfather Don Alfonso XIII, who visited La Cruz del Campo’s Pavilion in the Iberian-American Exhibition of 1929.

Facts & figures

- Investment in the project totalled EUR 260 million;
- The new site covers 71 hectares of land and 350,000 square metres of constructed area;
- The Seville brewery has increased its annual production capacity from 3 to 5 million hectolitres;
- New state of the art technology has been installed to reduce consumption of energy and water and to maximise Heineken's environmental and safety criteria:
 - o 40% reduction in water consumption (3,8 litre/litre), being among the most efficient breweries in the world in water consumption;
 - o 20% saving in gas consumption for thermic energy (68 Mj/hl)
 - o 15% reduction in electricity (7,5 Kw/hl)
- Heineken Spain owns five breweries in Madrid, Valencia, Seville, J  n and Arano (Navarra) and brews the Heineken, Amstel, Cruzcampo (Spain's best selling beer brand), Buckler and Kaliber brands.;
- In 2007, consolidated beer volume of Heineken Espa  a totalled 11.4 million hectolitres.

Editorial information:

Brewery and opening event images are downloadable from <http://www.heinekeninternational.com/presscentre>.
For more information about the Heineken Group, visit <http://www.heinekeninternational.com>.

Press enquiries

V  ronique Schyns

Tel: +31 (0)20 5239 355

Veronique.schyns@heineken.com