



**press release**

## **Heineken Experience in Amsterdam reopens 3 November 2008**

Amsterdam, 28 October 2008 – The Heineken Experience, one of Amsterdam's most popular tourist attractions will reopen on 3 November 2008 after undergoing extensive remodelling and expansion.

The new Heineken Experience has been designed to bring the values of the Heineken brand to life in an entertaining and contemporary way.

Amongst many new elements, guests will experience an interactive journey through the brewing process and will have the opportunity to create and take home their own personalised bottle of Heineken.

The working stables and iconic Heineken shire horses will also be accessible via a newly constructed "stable walk". Once the tour is over, guests will be able to relax with a refreshing glass of Heineken.

Hans Maris, Manager of the Heineken Experience, commented: "We are very proud of the unique experience that we have created. The new approach brings to life our passion for the quality of the beer we brew, our great respect for people, cultures and the world in which we live and our commitment to the responsible enjoyment of our brands".

The renewed Heineken Experience website will be launched today, featuring for the first time an online booking facility.

To announce the reopening, an online media campaign is also being launched today. Central to the campaign is a short film, apparently shot by two visitors who have sneaked into the new Heineken Experience to get an 'unofficial' preview.

At [www.heinekenexperience.com](http://www.heinekenexperience.com), consumers can keep track of these 'intruders'. They will also have the chance to win a trip to Amsterdam to tour the new Heineken Experience. The film can be found on [YouTube.com](http://YouTube.com) together with other films made by these visitors.

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**Facts & figures**

Location: Stadhouderskade 78, city centre of Amsterdam  
Opening hours: 7 days a week from 11.00-19.00hrs (last ticket sales 17.30).  
Number of sights: 17. For more information go to [www.heinekenexperience.com](http://www.heinekenexperience.com) or see the press release of 3 June 2008  
Entrance fee: €15,-  
Duration tour: 1,5 hours  
Employees: 25 full time and 80 part-time (hosts)  
Visitors: In 2006: 355,000 visitors.  
In 2007: Jan – Oct 355,000 visitors  
Opening year: 2001. The brewery stopped brewing in 1988. In the years between, the former brewery was used as a visitors centre

**Note for editor(s):**

On 9 December 2008 the official opening of the Heineken Experience will take place in Amsterdam. In the morning from 10 am CET to 12 am CET the Heineken Experience will be exclusively open to the press. You are invited to come and see the Heineken Experience and talk to Hans Maris, Manager Heineken Experience, Melinda Eskell, Manager Heineken Brand Communications and Bob Rogers, Managing Director of BRC Imagination Arts

Please let us know before 1 December 2008 if you will be attending the Press Event.  
Contact Rosien Zuiderwijk, tel: +31 (0)20 5239355, [Rosien.zuiderwijk@Heineken.com](mailto:Rosien.zuiderwijk@Heineken.com).

For more information on the Heineken Experience, please visit the renewed website <http://www.heinekenexperience.com/>

**Press Enquiries**

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