

**Technological Developments in
Draught Beer at home**

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Heineken History Milestones (1)

Heineken

- **1864** The Heineken Family enters the Amsterdam beer business
- **1869** Switch to Bottom Fermentation: clearer, purer, long lasting beer
- **1886** Dr. H. Elion cultivates the Heineken A-yeast => unique flavour
- **1889** Grand Prix Paris: crowns the quality focused innovations



Heineken History Milestones (2)

Heineken

- **1914** Start efforts to expand to Asia. Alcohol Ban in the US
- **1928** First steps of unique advertising and becoming truly international
- **1929** Heineken moves into Asian Markets
- **1933** First Heineken Beer to US after Prohibition lifting (1933)



Heineken History Milestones (3)

Heineken

- **1954** Alfred Heineken starts 'Beer Can Travel' global marketing strategy
- **1968** Heineken takes over Amstel Brewery
- **1982** Production transfer from Amsterdam to Zoeterwoude
- **2003** Acquisition of Brau-Beteiligungs A.G. (BBAG) in Austria
- **2008** Acquisition of Scottish & Newcastle
- **2010** Acquisition of FEMSA Cerveza



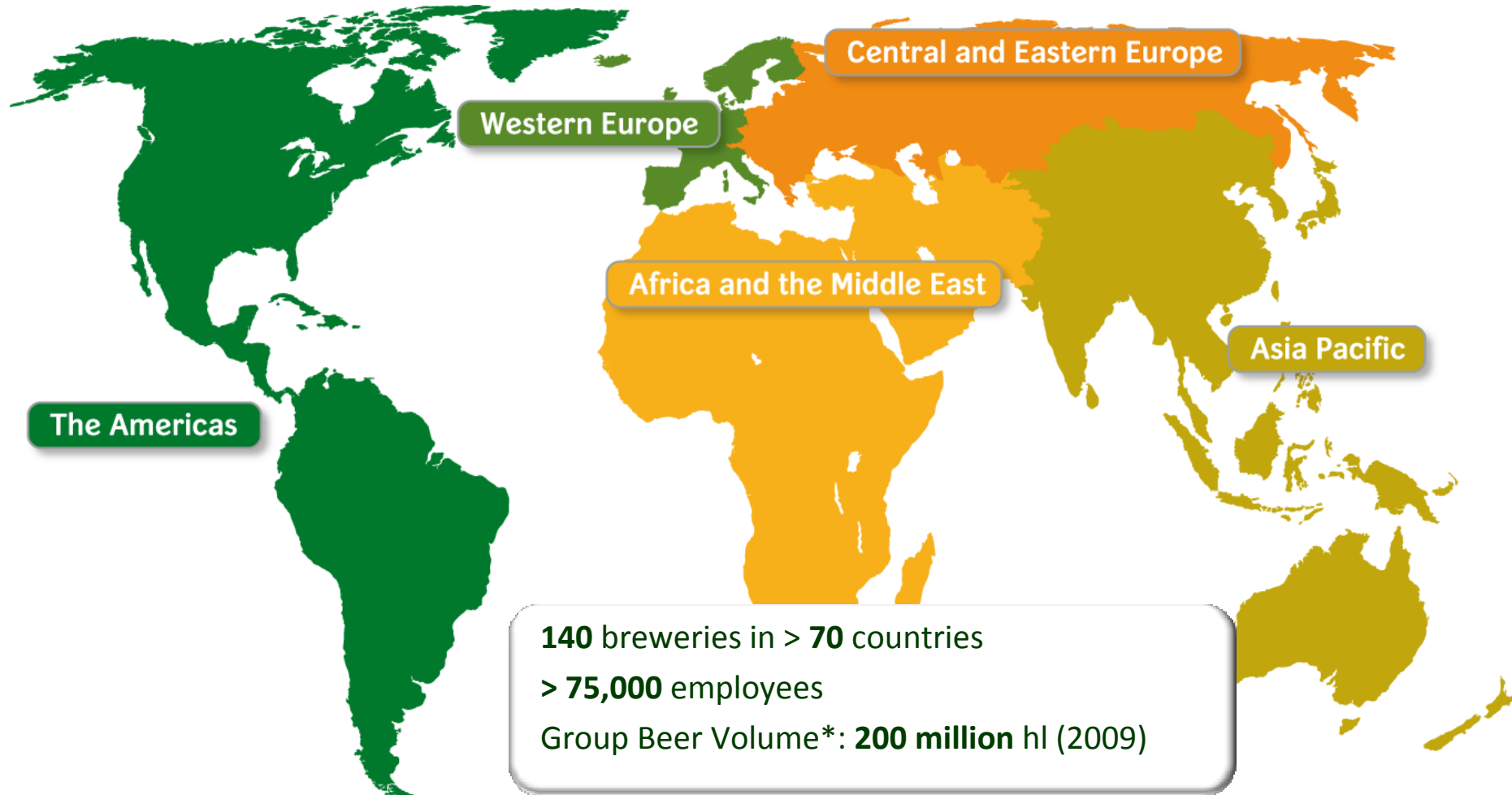
- Heineken brews **great beers** and builds **great brands**
- Number **1** brewer in Europe, nr **2** (revenue) and **3** (volume) in the world
- Over **200** international, regional, local and specialty beers*
- Heineken® available in almost **every country** on the planet



* including ciders

Heineken's Five Operating Regions

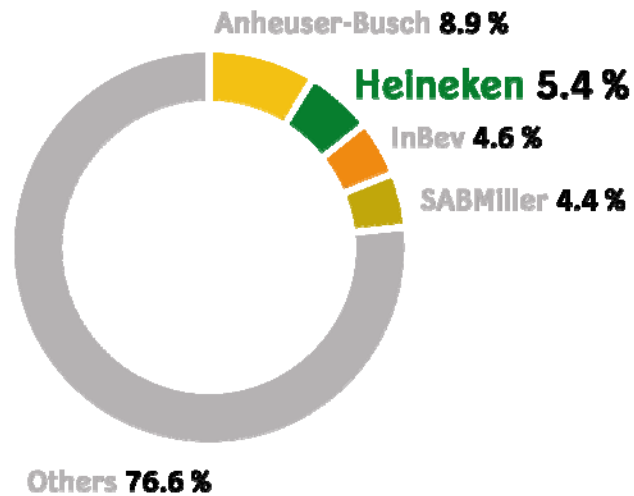
Heineken



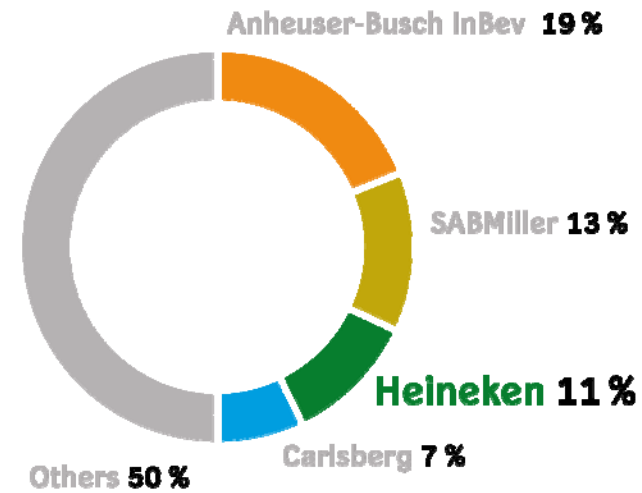
* = the part of the total group volume that relates to beer. Pro-forma, including FEMSA's Beer Business

Consolidation

Heineken



2000
Top 4 players
global share
23 %



2009
Top 4 players
global share
50 %

Source: Plato Logic Limited May 2010

Pro forma 2009, Heineken share including FEMSA's beer business

Heineken® Brand building

Heineken



- **Creative advertising** is key for building the Heineken Brand
- **Innovation** plays also very important role in brand building

Innovation

Heineken

- Innovation is **at the heart** of our company and strategy
- We work to **continually anticipate** the changing needs of consumers
- For instance by **elevating the beer experience** through offering quality draught beer at more occasions



Innovation draught experiences for consumers

Heineken



DraughtKeg

- A fun and exciting way to share top **quality draught beer** with friends
- Available > **90 markets**
- Available for **7 brands**



Innovation draught experiences for consumers

Heineken

Beertender

- The **genuine** draught experience at home
- Available for **15 brands** from the Heineken Group
- Available in **12 markets**
- Compatible with DraughtKegs



Innovation draught experiences for the 'on-trade'

Heineken

David, David XD, David XL & Orion

- **Mobile** draught beer systems
- **Simple** to use, **easy** to clean
- Patented **dispensing** technology preserves freshness & quality
- David available in > **90 markets**
- David XD: **32 markets**
- David XL: **5 markets**
- Orion: **5 markets**



Innovation draught and bottle experiences for the 'on-trade'

Heineken

Heineken® Extra Cold

- Served at 0° Celsius
- “A new beer **experience**”
- **85.000 installations** across **116 markets**



Innovation draught experience for consumers

Heineken

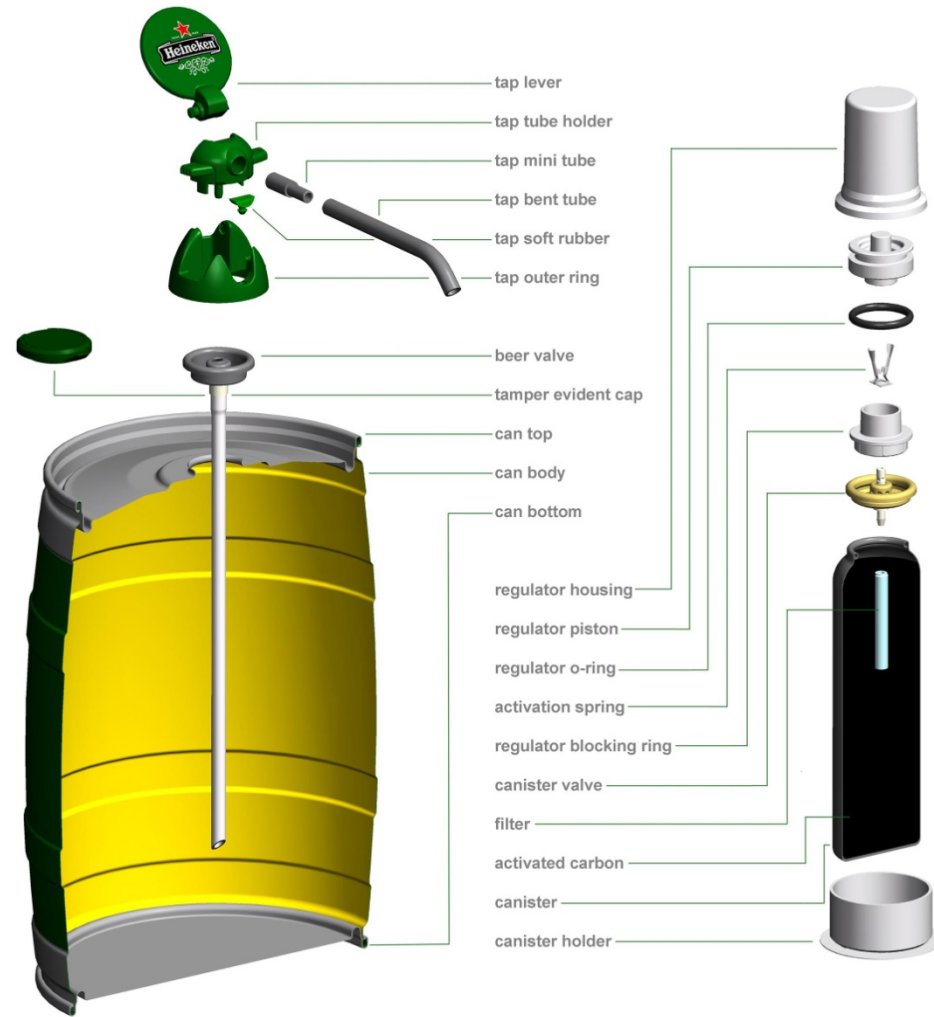
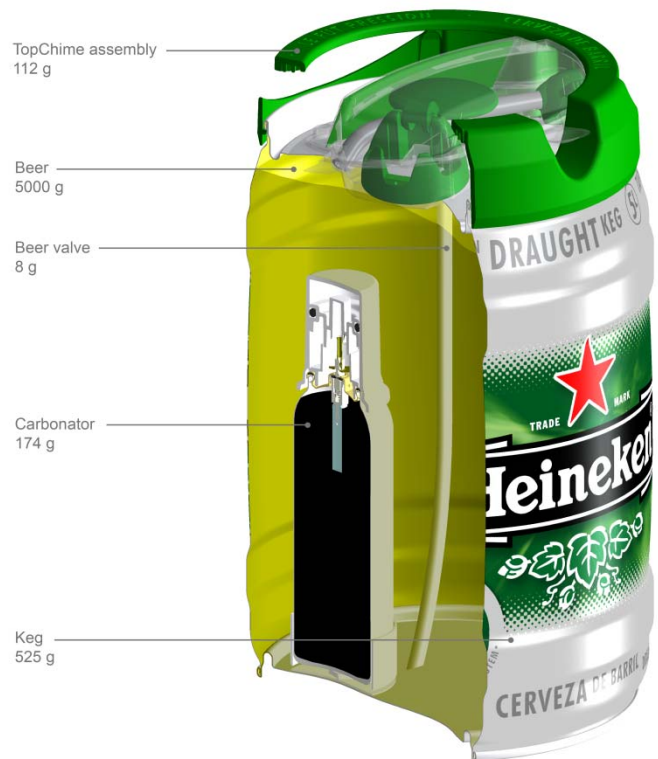


Draughtkeg Components



Heineken

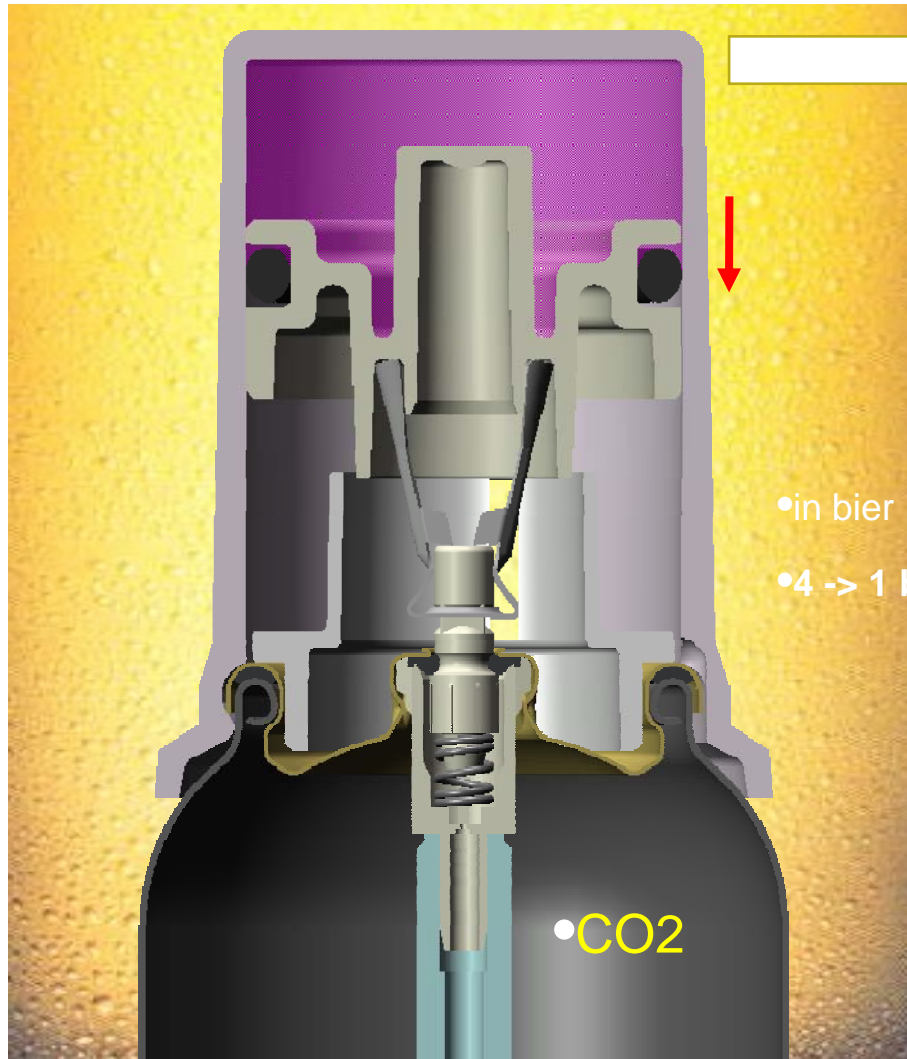
DraughtKeg 5L - total weight of filled keg: 5819 g



Standby



Heineken



Patents for competitive advantage



Heineken

PCT ^{PCT} WORLD INTELLECTUAL PROPERTY ORGANIZATION
International Bureau

INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

<p>(51) International Patent Classification ⁶ : B67D 1/04, 5/54, B65D 83/14</p>	A1	<p>(11) International Publication Number: WO 99/47451</p> <p>(43) International Publication Date: 23 September 1999 (23.09.99)</p>
<p>(21) International Application Number: PCT/NL99/00144</p> <p>(22) International Filing Date: 16 March 1999 (16.03.99)</p> <p>(30) Priority Data: 1008601 16 March 1998 (16.03.98) NL</p> <p>(71) Applicant (for all designated States except US): HEINEKEN TECHNICAL SERVICES B.V. [NL/NL]; 2e Weteringplantsoen 21, NL-1017 ZD Amsterdam (NL).</p> <p>(72) Inventor; and (75) Inventor/Applicant (for US only): VLOOSWIJK, Johannes, Jacobus, Thomas [NL/NL]; Meidoornlaan 24, NL-3461 ET Linschoten (NL).</p> <p>(74) Agent: OTTEVANGERS, S., U.; Vereenigde Octroobureaux, Nieuwe Parklaan 97, NL-2587 BN The Hague (NL).</p>	<p>(81) Designated States: AE, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, CA, CH, CN, CU, CZ, DE, DK, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MD, MG, MK, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, UA, UG, US, UZ, VN, YU, ZA, ZW, ARIPO patent (GH, GM, KE, LS, MW, SD, SL, SZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG).</p> <p>Published With international search report.</p>	
<p>(54) Title: DEVICE FOR DISPENSING A LIQUID UNDER PRESSURE</p> <p>(57) Abstract</p> <p>A device for dispensing a fluid, comprising a container having a first compartment, and a second compartment. The first compartment is arranged for receiving the fluid to be dispensed, and the second compartment is arranged for receiving a propellant, while, at least during use, an opening is provided between the first and the second compartment. Pressure control means are arranged for controlling during use the pressure of propellant flowing from the second compartment into the first compartment. In the second compartment, fillers are provided for absorbing and/or adsorbing at least a part of the propellant.</p>		

Supply Chain



Heineken



Heinekens vision on “robotic home”



Heineken

