

# Heineken USA / Tree and Shade Master Plan



Mark Nordstrom

Mnordstrom@heinekenusa.com

602-571-0800

January 12, 2017

 **HEINEKEN**  
NATIONAL SALES



# AGENDA

- ★ Heineken USA History
- ★ Community Involvement
  - Miami Marine Stadium Project
- ★ Environmentally Conscious
  - Brewlock
- ★ Tree & Shade Master Plan
  - Bruno Mars
- ★ Review
- ★ Q & A



# HEINEKEN USA HISTORY



# HEINEKEN USA HISTORY CONTINUED

- ★ HEINEKEN USA, a subsidiary of HEINEKEN International BV, is the leading upscale beer importer in the United States. It markets and sells a portfolio of world-class beers including European brands Heineken Lager, Heineken Light, Amstel Light, Newcastle Brown Ale and Buckler non-alcoholic brew, as well as Tecate, Tecate Light, Dos Equis, Sol, Carta Blanca and Bohemia brands from Mexico.
- ★ Brewed since 1863, Heineken Lager is the company's flagship brand and the first imported beer to reach America's shores in the 1880s and again in 1933, following the repeal of prohibition. Since its inception in 1995, HEINEKEN USA has been dedicated to maintaining the strong heritage, premium ingredients and superior quality of its namesake brand.

# HEINEKEN USA

- ★ As leader in the upscale beer segment, HEINEKEN USA has built a reputation for excellence both in the products it sells and the manner in which it conducts business. HEINEKEN USA was founded on the values of enjoyment of life, passion for quality and respect for society, and is committed to making a positive impact where its employees live and work, and where consumers enjoy its products. They are the first brewer in the world to place a responsibility message on all bottles and cans, and the first alcohol company to place a responsibility message on all advertising. HEINEKEN USA is committed to encouraging the responsible consumption of its products.



# COMMUNITY INVOLVEMENT

# MIAMI MARINE STADIUM PROJECT



ENVIRONMENTALLY CONSCIOUS



# BREWLOCK

- ★ 100% Recyclable
- ★ Weighs 25% less than steel keg its same size
  - Reduces shipping costs
- ★ Zero empty kegs to ship back to Netherlands
  - Reduces emissions



**DRAUGHT BEER  
WILL NEVER  
BE THE SAME**

**B**REAKTHROUGH

- Eliminates nearly 50% of all draught system failures
- Best in class safety standards vs. other plastic kegs
- 100% recyclable, reduces your carbon footprint

**E**ASE

- Takes up less space, weighs 25% less than steel 1/6 kegs, and can be stored horizontally while not in use
- Installation is fast and the Easyfit coupler means any trained staff member can quickly change a keg

**S**ALES

- Nearly 100% of yield so every last drop of profit is squeezed out of the keg
- No mixed-gas expenses to dispose BrewLock beer
- Test market results showed +10% increase in rate of sale

**T**ASTE

- No air, CO<sub>2</sub>, or mixed gases mean a perfectly carbonated beer every time
- BrewLock consistently provides the brewery fresh taste consumers desire from a draught beer

**BREWLOCK IS A REVOLUTIONARY NEW DISPENSING SYSTEM DEVELOPED BY HEINEKEN TO BRING BREWERY FRESH BEER TO THE CONSUMER.**

[BREWLOCKSYSTEM.COM](http://BREWLOCKSYSTEM.COM)

Please use responsibly. BrewLock is a registered trademark of Heineken. © 2014 Heineken. All rights reserved.



# TREE & SHADE MASTER PLAN



# FACTS

- ★ Heineken® is sold in 192 countries
- ★ 2016 sales in Arizona for Heineken®
  - Nearly 800,000 cases
- ★ 2016 sales in The Valley of the Sun for Heineken®
  - +450,000 cases
- ★ Heineken® Light sales add up to
  - Nearly 60,00 cases in Arizona
  - +40,000 cases in the Valley of the Sun
- ★ Totaling nearly 850,000 total cases for the Heineken® family





# Heineken®

---

P3 2017 HEINEKEN®  
SUMMER CITIES SELL DECK

---



# SITUATION / OPPORTUNITY

## IMPORTS & HEINEKEN DELIVER GROWTH



Imports grew **4X faster** than  
total category during  
Summer '16



**26% higher** promotional  
lift during Summer '16



Heineken shoppers  
spend more & shop more  
vs. the avg. beer drinker,  
**+16%**

## HEINEKEN SHOPPERS ARE VALUABLE



**84% more likely**  
to select beer from a  
promotional offer



**Nearly 60%** of Millennials  
consider Heineken for their  
next purchase, **+28% higher**  
than Import avg.



**44%** of Heineken volume  
sources from Multicultural  
shoppers

## OCCASIONS DRIVE FREQUENCY



Summer time represents  
nearly **36%** of total category  
dollars



Summer holidays are  
amongst the **top 10**  
**largest beer** selling  
weeks of the year



Special seasonally relevant  
events represent **65%** of  
**beer** consumption

**By allotting greater promotional space to Imports, retailers will deliver higher dollars while appealing to more valuable shoppers during multiple summer drinking occasions.**



# GET BEHIND THE BIGGEST CONCERT IN 2017: BRUNO MARS

---

In Summer 2017, we'll launch the Bruno Mars concert series presented by the Heineken Cities project. Consumers who donate to a local passion project via Indiegogo will receive concert tickets to the hottest tour of the summer starring Bruno Mars.

## CORE BENEFITS

- Locally relevant
- Global icon recognition
- Resonates with core target
- Over 100+ tickets per show

**24K MAGIC WORLD TOUR 2017**  
FEATURING  
**BRUNO MARS**  
SPONSORED BY THE HEINEKEN® CITIES PROJECT

**GIVE BACK.  
GET TICKETS.**

TEXT BRUNO TO 88500 AND  
SUPPORT A PROJECT IN YOUR CITY  
TO GET TICKETS TO SEE BRUNO MARS

Please visit:  
EnjoyHeinekenResponsibly.com

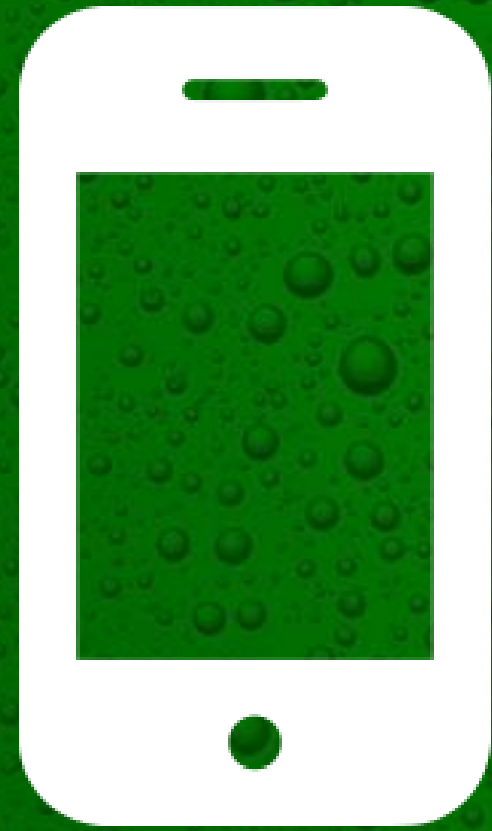
Brewed in Holland. Imported by Heineken USA Inc., White Plains, NY. ©2017  
HEINEKEN® Lager Beer. HEINEKEN® Light Lager Beer.

Heineken®  
open your world

INDIEGOGO



# HOW IT WORKS



## TEXT

- Shoppers text **BRUNO** to **88500** and get a direct link to Heineken's custom Indiegogo page



## DONATE

- Shoppers land on the Heineken Indiegogo partner page
- Check out the Heineken curated projects
- Select and donate to a fund of their choice



## GET

- Select the city of their choice
- Get tickets to the sold-out Bruno Mars concert!



# REASONS TO BELIEVE

**PARTNERING UP WITH LOCALLY RELEVANT PLATFORMS THAT TARGET VALUABLE CONSUMERS WILL DRIVE ENGAGEMENT & EXCITEMENT**



## MILLENNIALS DRIVE CATEGORY GROWTH

- 36% of Millennials say they'll spend the most this summer on food/beverage
- \$12.5 BN, Millennials spend on alcohol alone, during the summer



## MUSIC DRIVES CONSUMER EXCITEMENT

- 78% would choose to spend money on desirable experience
- 8 in 10 Millennials attended a variety of live experiences in the past year (parties, concerts, festivals).



## SOCIAL RESPONSIBILITY DRIVES CONSUMER ENGAGEMENT

- 75% of Americans say they engage in some kind of charitable giving in their own life
- 9 in10 associated Millennials would switch brands to one with a cause



## INDIEGOGO DRIVES LOCAL RELEVANCE

- 45% of core consumer base is 25-44 years old
- 84% of Millennials made a charitable donation in 2014

**Retailers that have leveraged passion projects to support their community have seen a 7% lift!**



# ACTION STEPS

Order Window: 1/3 - 1/13

Execution Window: 5/1 - 6/30

- Increase Heineken feature and display to maximize volume and profit
- Use Summer Cities POS displays to attract more valuable shoppers, drive conversion, and maximize basket rings.





# APPENDIX



## Activated in 43 of the biggest U.S. Cities

- 100+ Tickets per show for customers, consumers, and distributors
- VIP section for key customer and distributors
- Joint project activation in Honolulu, Hawaii





# SUPPORTING FACTS

- Tickets as donation perk to a the hottest nationwide summer concert tour this summer will be hugely relevant to target
- Impactful displays leveraging one of the hottest stars in the music industry, Bruno Mars, will break through and drive Heineken sales.
- Bruno Mars is as hot as it gets!
  - **6 number one singles!**
  - **4-time Grammy award winner!**
  - **2-time Superbowl performer!**





# REVIEW



# REVIEW

- ★ Bruno Mars program is an opportunity to give back to the community through the partnership of the Tree & Master Shade program
  - Consumers who donate to a local passion project via Indiegogo will receive concert tickets to the hottest tour of the summer starring Bruno Mars.
- ★ Program and partnership opportunity must still be approved HEINEKEN USA marketing department and brand team
- ★ Still need more details of the plan
  - Number of tickets?
  - How much do the tickets cost?
- ★ Needs approval from HEINEKEN USA marketing and you.



# Q & A



THANK YOU