

# Heineken South Africa expands availability of Heineken 0.0 to meet consumer interest

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Heineken South Africa's alcohol-free\* beer Heineken® 0.0 will now be more widely available with the new addition being selected Woolworths Food stores, giving consumers more beverage choice.



Heineken® 0.0 is a great tasting and refreshing alcohol-free\* beer, brewed with a unique recipe and made only from natural ingredients. The beer has a perfectly balanced taste with refreshing fruity notes and soft malty body, perfect for beer lovers.

“Globally, Heineken has seen strong growth in the alcohol-free segment and expects this to continue, driven by the global cultural trend of living a balanced, healthy lifestyle. Heineken® 0.0 gives consumers a choice for all their drinking occasions, without compromising on quality. Locally, we have seen an increase in alcohol-free beer sales, making it even more important to match this growing demand by making Heineken® 0.0 available through our valued retail partner stores,” says Jason Cox, sales director at Heineken South Africa.

This means Heineken® 0.0 is now available from an even greater range of retailers, including grocers such as Pick n Pay (with an increased grocery footprint), Checkers, Spar, OK Foods, President Hyper and wholesale partners such as Makro

and Norman Goodfellas . As a sign of the times, there is an increased focus on existing online platforms such as Takealot.com and Bottles App. Heineken® 0.0 is also available on restaurant menus for takeaway.

\*Alcohol-free beer is a classification for beverages containing 0.05% alc./vol. or less. Heineken® 0.0 contains 0.03% alc./vol., allowing beer drinkers to do more without giving up the beer they love. As an alcohol company, Heineken does not promote any of its products to children/minors. Although Heineken® 0.0 is an alcohol-free beer; it is not suitable for persons under the age of 18. Heineken encourages the responsible consumption of alcohol, and the company shares the belief: 'when you drink, never drive.'

### About Heineken South Africa

*Heineken South Africa is a key player in the beer and cider industry in the country, with an impressive portfolio of brands, including Heineken®, Sol, Desperados, Windhoek, Miller Genuine Draft, Amstel, Strongbow, Fox, Soweto Gold and Tafel. Heineken South Africa is a joint venture between Heineken NV and Namibia Breweries.*

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