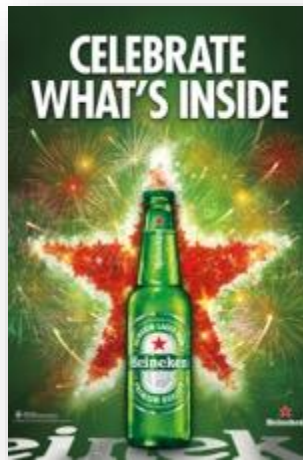


T3' 18 HEINEKEN® Holiday

NATIONAL SELL SHEET

During the holiday season, it's easy to get caught up in the pressure of extravagantly wrapped presents, but at Heineken, we believe that it's what's on the inside that matters most. So this season, we're asking consumers to see past the trimmings and inspire them to open a cold Heineken® and...



WHY IMPORTS



Imports are growing **+2.3%** while Total Beer continues to decline, **-1.2%**¹



Import Shoppers **SHOP MORE & SPEND MORE** versus average Beer Shopper **+7%** trips and **+11%** buy rate²

WHY HEINEKEN®



Heineken® remains the **#1** European Import.³
Heineken® Light is the **#1** best-tasting Light beer.



Heineken® buyers make **25%** more trips and spend **27%** more on beer throughout the year than the average Import Shopper²



Heineken® delivers **14%** higher promotional \$ lift vs. the Import segment¹



Greater number of repeat buyers and loyal drinkers vs. other leading European Import⁴

HEINEKEN® HOLIDAY

CELEBRATE WHAT'S INSIDE

REASON TO BELIEVE



HOW IT WORKS

ON-PREMISE



Users who Shazam a bottle get a \$5 Uber credit (while supplies last)

OFF-PREMISE PARTNERSHIP



Cross-merch offer with spirits brands; co-display with POS
Refer to Partnership Sell Sheet for details

OFF-PREMISE VISIBILITY



Visibility POS for Large and Small-format channels

ACTION STEPS

ORDER WINDOW

6/11 – 6/22

EXECUTION WINDOW

November - December