



Heineken® Cups sustainability guide





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Introduction

“What is the sustainable cup for my market or event?”

The honest answer is: “it depends”.

As circumstances are different in each market, a Good Cup in one market can be a Bad Cup in a different market. Heineken® Global Commerce team has developed an assortment of different Heineken® branded cups to suit any event.

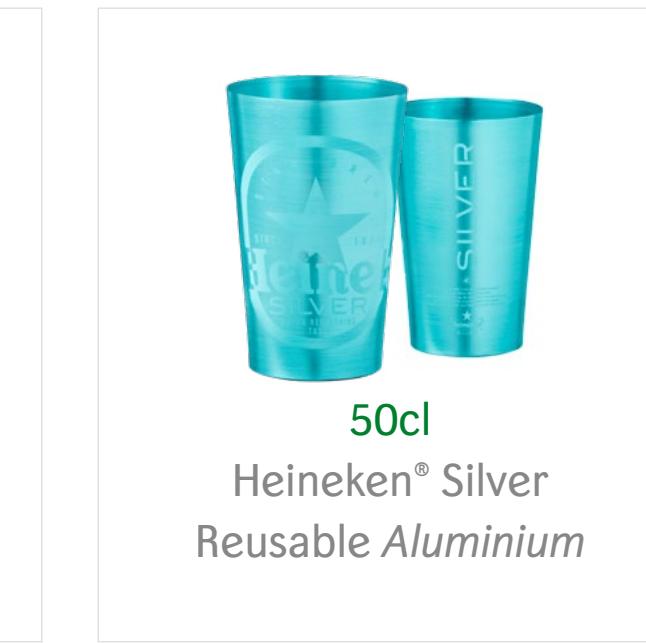
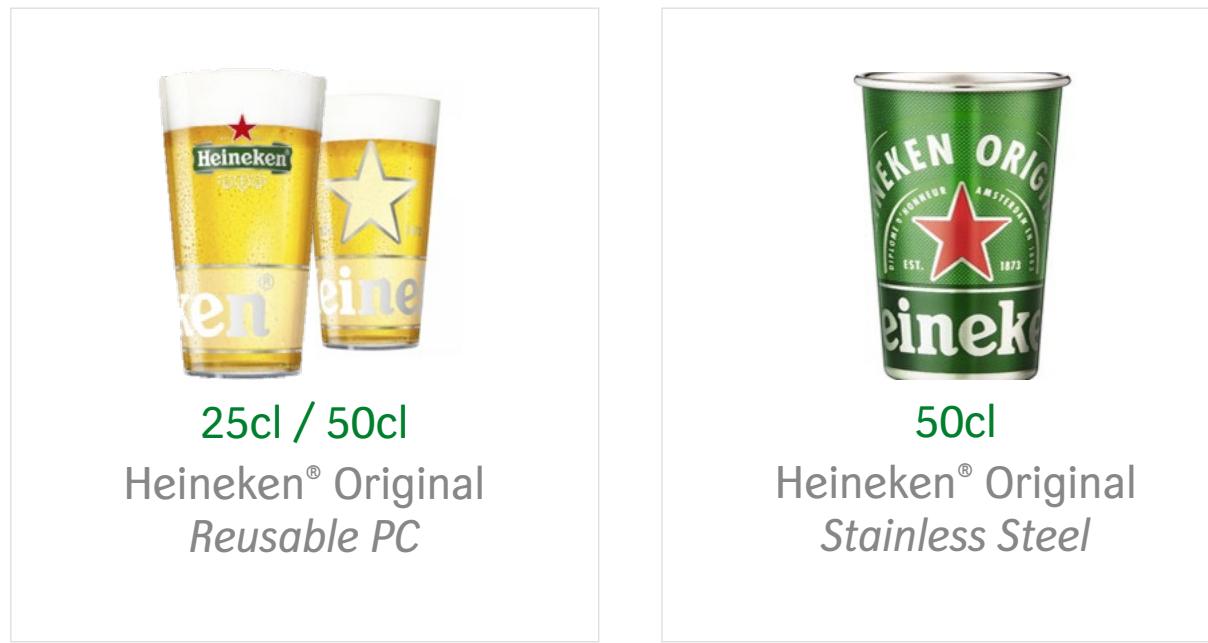
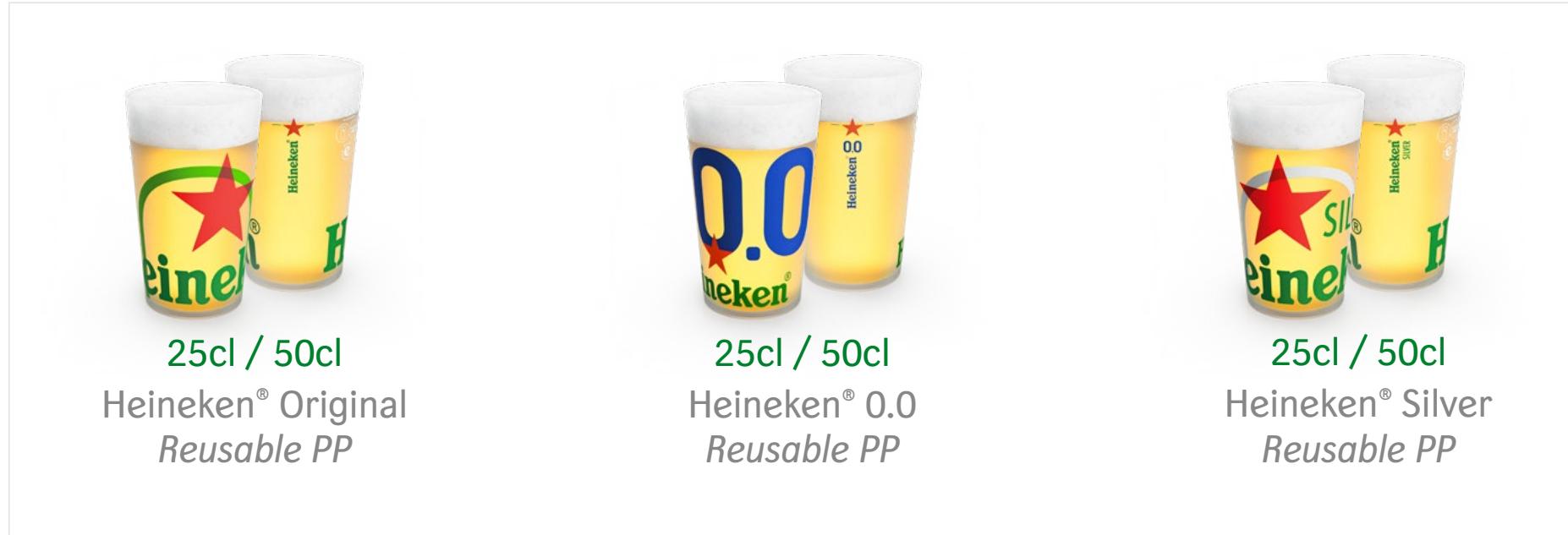
With the information in this playbook, the most suitable cup type, material and decoration can be selected. The right cup, for the right market, with the right information.



All cups overview

Note: No CE-marking on paper, aluminium and Stainless steel cups

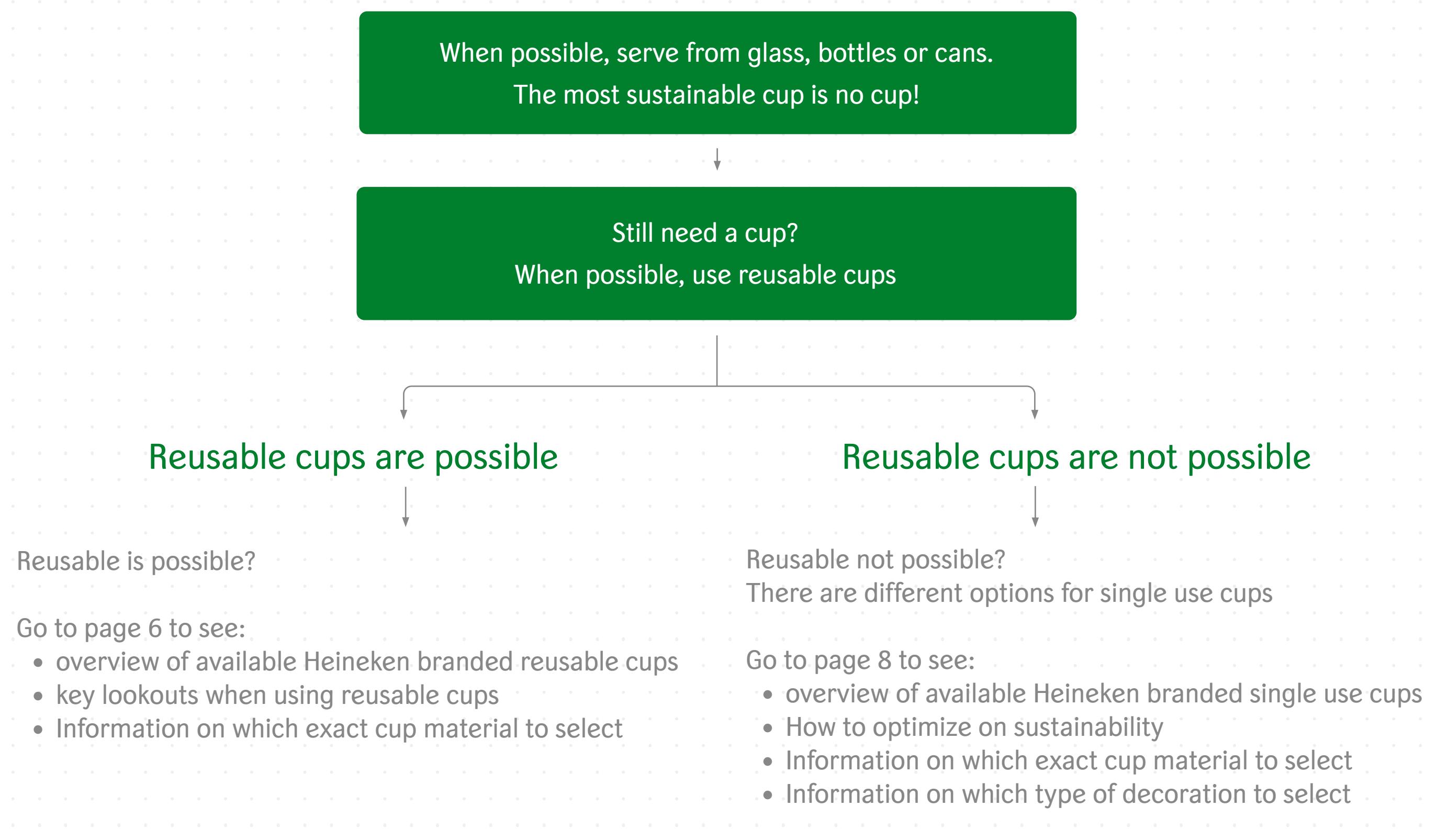
Reusable cups



Single use cups



Basic selection tree



Looking for non-plastic options?

- Go to page 10 to see:
- Overview of other material cups
 - Pros and cons of each material
 - Key lookouts when selecting the right cup



Reusable cups



25cl / 50cl

Heineken® Original
Reusable PP



25cl / 50cl

Heineken® 0.0
Reusable PP



25cl / 50cl

Heineken® Silver
Reusable PP



25cl / 50cl

Heineken® Original
Reusable PC

Material options	Polypropylene (PP)
Price indication	<p>Price: €0,25 - 0,71 (jan2024 pricing, excluding shipment)</p> <ul style="list-style-type: none"> Cost price depends on size of cups and the order quantity For order lead times, contact LF Fulfilment
Properties	<ul style="list-style-type: none"> Milky white translucent plastic Scratches less visible due to milky white translucent plastic Shatterproof

Material options	Polycarbonate (PC)
Price indication	<p>Price: €0,90 - 1,20 (jan2024 pricing, excluding shipment)</p> <ul style="list-style-type: none"> Cost price depends on size of cups and the order quantity For order lead times, contact LF Fulfilment
Properties	<ul style="list-style-type: none"> Glass-like transparent premium plastic Scratches more visible due to glass look Shatterproof
Consideration	For premium events

Preferred option is reusable cups

Using reusable cups is a sustainable way of serving Heineken. When choosing for reusable cups, please ensure an effective cup management process is in place.

See next page for key lookouts on implementing reusable cups.

Basic consideration

PP cups are in general used more due to slightly better sustainability characteristics and better pricing. PC cups are sometimes preferred for premium events due to the better look and feel. PP cups are in general slightly better recyclable, check with your local plastic recycling companies which plastics are accepted for recycling.

Branding

Be careful with branding cups for specific events. If a specific event/date is mentioned on a cup, they might not be usable after the event, leading to discarding/writing off the leftover unused cups.

Key lookouts for using reusable cups

Procuring reusable cups

- Option 1: Buy (branded) cups via appropriate channels (via merchandiseshop or procurement). The opco remains owner of the cup and arranges storage, transport and washing by themselves or with a local partner
- Option 2: Rent the cups from a service provider. Opco will pay for a fee to rent the cups. Optional services, such as storage, transport and cleaning are often also available.
A limited stock of Heineken Original branded cups are available for western Europe region via Reuz/Ecocup. Contact Heineken Global Procurement for latest contact details.

Delivery Storage

- Be aware that reusable cups take up more physical space in storage and near the bar.
- Ensure appropriate storage to prevent theft or loss of reusable cups, especially with deposit system in place.

Washing system

- Select the washing solution that works best for you: on-site, with necessary facilities and staffing or off-site, with external service providers.

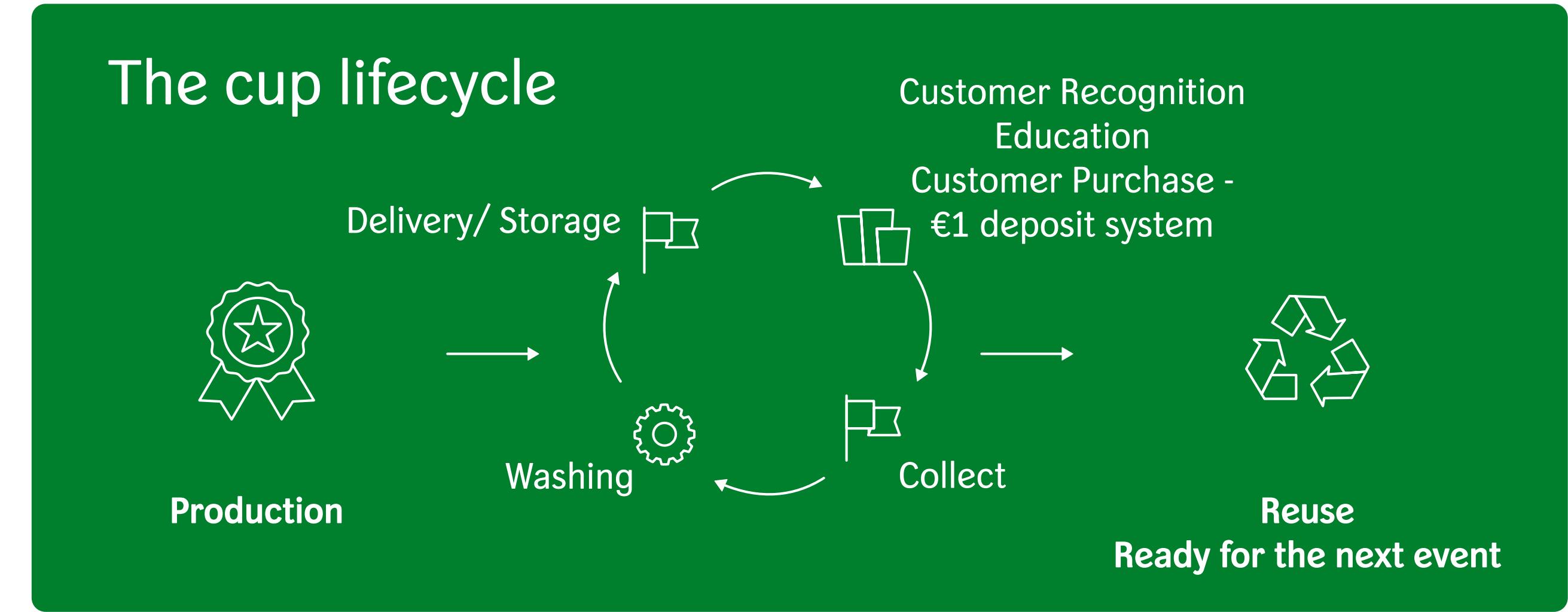
Return collection system

- Establish a return system, such as a deposit system, to guarantee the reusable cups are properly returned for continued use.
- Inform the consumer on the return system in appropriate areas.

After the event

- Transport and storage of cups after the event: external service providers can provide this as service.

See the Ecocup playbook and Greener event playbook for more insights and inspiration



Single use cups overview



25cl / 35cl / 50cl

Heineken® Original embossed cups
Single use RPET

Material options	Polypropylene (PP)
Price indication	<p>Price PP: €0,02-0,03 (jan2024 pricing, excluding shipment)</p> <ul style="list-style-type: none">• Costprice depends on size of cups and the order quantity.• For order lead times, contact LF Fulfilment.
Properties	<ul style="list-style-type: none">• Made from virgin plastic.• Recyclable and accepted by recyclers, but can't be recycled into new cups.• Very slight milkish tint in the plastic.• Less plastic needed per cup compared to RPET.

Material options	Recycled PET (RPET)
Price indication	<p>Price PP: €0,02-0,03 (jan2024 pricing, excluding shipment)</p> <ul style="list-style-type: none">• In practice RPET is slightly more expensive compared to PP.• Costprice depends on size of cups and the order quantity.• For order lead times, contact LF Fulfilment.
Properties	<ul style="list-style-type: none">• Made from recycled plastic.• Highly recyclable as it is accepted by many recyclers and in ideal circumstances it can be recycled into new cups.• Slightly more clearer and shiny than PP cups.• Heavier compared to PP.

Single use cups

If reusable cups are not feasible in your market, there are different options for single use plastic cups.

Currently we only offer the Embossed cups from global assortment due to legislation requiring country specific text.
See page 15.

Use these material options information and considerations to make the right choice when selecting a cup with a local supplier.

Make sure the cups are collected for recycling.
Consider using a deposit system for single use cups.

Branding

Be careful with branding cups for specific events. If a specific event/date is mentioned on a cup, they might not be usable after the event, leading to discarding/writing off the leftover unused cups.

Basic consideration

See next page for more information on which material to select.



Consideration

Both RPET cups and PP cups have their sustainability advantages and disadvantages, and the better option depends on the specific circumstances of the event.

RPET is a type of plastic that is made from recycled PET materials, such as plastic bottles. Using RPET cups can help reduce waste and conserve resources, as they are made from recycled materials and can be recycled into new products.

PP cups, on the other hand, are not made from recycled materials, but they are also recyclable. PP cups are also lightweight and have a lower carbon footprint than RPET cups. Not only in production, but also less weight has to be transported.

How to make the right choice?

To make the right choice, it's important to consider two key factors. The first is the availability of recycling facilities in your local area. While all plastics are technically recyclable, local recycling plants might not accept all types of plastic. Therefore, you should use the type of plastic cup material that has the highest chance of getting recycled in your market. Check with local municipalities or waste management companies to determine which type of cup is most appropriate.

If both RPET and PP cups have the same chance of being recycled, then your decision should be based on your environmental priorities. If reducing CO₂ emissions is more important, then you should use PP cups. The exact difference in carbon footprint depends on the cup shape/size and any transport distances. On the other hand, if reducing the use of virgin materials is more important, then you should use RPET cups. By using recycled materials, you can help conserve natural resources and reduce the environmental impact of your event.



“The cup
that keeps
on giving”

Decoration options

Type	Ink decoration	Embossing	Laser etching
Properties	<p>The standard option that is commonly used. Via screenprint a decoration is placed on the cup.</p> <p>The ink decoration is the most visible option.</p>	<p>No inks are used, the decoration is engraved into the mould, resulting in embossings or debossings on the cup.</p> <p>Embossings are less visible compared to ink decoration.</p>	<p>No inks are used. The decoration is etched into the cup via laser.</p> <p>Laser etching is less visible compared to ink decoration.</p>
Cost	<p>Small investment is needed for each design to create screenprints.</p> <p>As decoration is separate step and ink is needed, this is more expensive compared to embossing.</p>	<p>Embossing requires high investment in the moulds as a new mould set is required for each design.</p> <p>As embossing is used, there is no separate decoration step required, therefore resulting in a lower price.</p>	<p>No upfront investment in moulds or screens is required.</p> <p>As the decoration requires a separate step, it is more expensive than embossing.</p>
Consideration	<p>The standard option when visibility on the cup is important.</p>	<p>Embossing is considered more sustainable than ink decoration as no inks are needed and there is less contamination in the recycled plastic.</p> <p>As a large investment is required per design, this option is most suitable for large production runs.</p>	<p>Laser engraving is considered more sustainable than ink decoration as no inks are needed and there is less contamination in the recycled plastic.</p> <p>As there is no upfront investment and a higher cost per piece, this option is most suitable for small production runs.</p>



Alternative materials



50cl

Heineken® Original
Reusable PP

Paper (without plastic liner)



50cl

Heineken® 0.0
Reusable PP

Paper (without plastic liner)



50cl

Heineken® Silver
Reusable PP

Paper (without plastic liner)

Looking for something different beside plastic cups? There are a few alternatives. Be aware the cups might not be suitable for all events and that special attention is required to ensure sustainability benefits are not lost.

Paper cups

A potential solution to reduce plastic waste.

Considerations:

- In the past this paper cups were not considered as it often contained a plastic liner, which makes it difficult to recycle or decompose. Nowadays there are plastic free paper cups available. Ensure that the cups are plastic free and do not require the European “Made of plastic” symbol.
- Taste deviation is slightly higher compared to plastic cups, but within legally allowed deviation (EU legislation). Deviation is minimized by reducing the amount of ink used on decoration.
- The paper cups have a higher CO₂ footprint than single use plastic cups, but reduce plastic waste.
- Beer is not visible. When using free-flow draught systems, it is hard to determine if the right amount of beer/foam has been poured.
- No CE-marking to gaugeline possible, therefore it can not be used in certain situations. Please verify beforehand if the cups can be used in the specific events.

On CE-marking, see page 13

Alternative materials



50cl

Heineken® Original design
Single use Aluminium



50cl

Heineken® Original
Stainless Steel



50cl

Heineken® Silver
Reusable Aluminium

Metal cups

A potential solution for using highly recyclable material.

There are several options:

- Aluminium single use cups
- Reusable cups from stainless steel or aluminium

Considerations:

- All metal cups are highly recyclable and most recyclers will accept the used metals.
- The cups can be used on events or used as premium gift (with or without giftbox).
- The aluminium cup is technically strong enough to be reused. However, due to scratch and dent sensitivity during handling/washing, it is not recommended to use as reusable cup.
- The aluminium single use cups have a higher CO₂ footprint than single use plastic cups when not recycled. Therefore it is critical that an effective collection/recycling system needs to be in place to ensure the cups get recycled.
- Beer is not visible. When using free-flow draught systems, it is hard to determine if the right amount of beer/foam has been poured.
- No CE-marking to gauge line possible, therefore it can not be used in certain situations. Please verify beforehand if the cups can be used in the specific events.

On CE-marking, see page 13

A close-up photograph of a woman's face in profile, looking upwards with her eyes closed, suggesting relaxation or enjoyment. She is wearing a green top and hoop earrings. Her hands are holding a large, cold Heineken cup. The cup has a yellow and white design with the Heineken logo and a QR code. A small green and pink Heineken wristband is visible on her left wrist.

“The right cup,
for the right
market, with
the right
information”

Compliance/background

EU Requirements on “Made of Plastic” symbol

- According to EU legislation, it is mandatory to display the “Made of Plastic” symbol on all single use plastic cups. The symbol needs to be accompanied with the text “Made of Plastic” in the language of usage. This requirement is not applicable for usage outside the European Union.



- The Heineken® Embossed cups are currently adapted to add the following languages:

German

Czech

Croatian

Italian

Slovenian

Romanian

English

Dutch

CE-marking

According to EU Legislation CE marking, capacity indication (for example 25cl or 0,25l) and gauge line on certain cups and glasses is mandatory.

The requirement applies to cups and glasses that are used to sell a measured quantity of beer. For example with a free flow draught system. Requirement is not applicable if served from a can or bottle. With free flow draught system the cup or glass are considered a measuring instrument and therefore a gauge line is required. Quantity is measured up to the foam line. As the foam line is not visible on non-transparent cups, it is not possible to pour and verify an exact quantity. CE-marking on cups where capacity is measured to the rim is possible, for example with Pint size cups.

Bioplastics/ Biodegradable/compostable/recycling

Different plastics...are sometimes fantastic? Clarity about plastic materials ...

...is biodegradable the answer?

The short answer is no! A biodegradable plastic cup thrown on the ground, will NOT magically disappear within minutes. The process of biodegrading takes months and depending on the material used, will eventually break down and contribute to micro plastics in the ocean, potentially harming marine life. Importantly, continuing to use biodegradable plastic material means we'll keep fostering a “throw-away” culture which is the biggest problem with plastic in the first place!

...is bioplastic a good option?

Bioplastic is another quick (but not so sustainable) fix to the plastic problem. A bioplastic is a plastic made wholly or in part of organic matter such as corn, barley, potatoes or even algae (as opposed to fossil fuel). This comes with a variety of challenges including:

1. Is it recyclable? Bioplastic needs to be recycled in separate streams for each material type (e.g. PET stream).
2. The organic matter: is it a scarce resource? Is there a better use for it (for example, in the food chain)? Can it be generated at scale without creating specific farming? This point is key to avoid creating a different environmental problem linked to farming and land use.

The PLA case:

PLA is a bioplastic that is potentially recyclable but for which no separate recycling stream yet exists. Recycling companies have been piloting the recycling of PLA after use, but this is still work in progress. That is why the use of PLA is not recommended.

...how about compostable plastic?

There is lots of excitement as well as confusion around compostable packaging. Compostable appears to be a simple sustainable solution, but the term is often confused with “biodegradable”. Biodegradability is one of the criteria to qualify as compostable, but there are other elements to take into consideration. To call it “compostable plastic” the material needs to be composed of at least 50% of organic matter. Compostable products require a specific setting in order to break down: a dedicated facility is needed to effectively process the compostable waste. Otherwise it will also end up in landfill and remain there for years.

Recyclable

Plastic is recyclable if we can put it in a dedicated plastic bin, that bin is collected and the plastic sorted for re-use for the production of a new item. For something to be ‘recyclable’, certain conditions must be met:

- There must be formal or informal collection systems in place which collect a large share of the material put on the market;
- The plastic item must be sorted;
- There must be a viable end market for the recycled material available to put the material back in use.



Contact

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**For cup orders, visit the
Heineken® Merchandise Shop**

[Click here](#)

For questions on pricing and lead times,
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