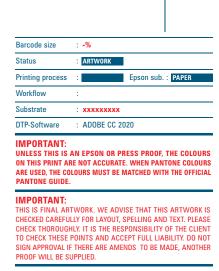


\_\_Heineken\_ International Brands Design Department

Brand : Heineken
Design : 360 - Original
Market : General Export
Item : Pack
Contents : 12 x 330ml
Filename : 53710513\_FPM6577\_HNK\_Org\_ExG\_
360\_Pack\_12x\_330ml\_Bot
Cutterguide : 065501865
Last modification date : 27-03-2020
Scale : Print 100% File 100%





PROOF WILL BE SUPPLIED.

Used Basic Artwork Files:



Alcohol warning symbols: Company Rule
Mandatory to place 4 alcohol warning symbols on alcohol products:
Enjoy Responsibly, Don't drink & drive, Don't drink when pregnant,
and the LDA symbol (16+, 18+ or 21+; age specific per market).
If one SKU goes to different markets with different LDAs, and
A) local legislation allows to place NOT FOR MINORS instead of the exact age,
place the NOT FOR MINORS symbol,
B) local legislation prescribes the 16+, 18+ or 21+ symbol,
place these symbols for each related market

