



The biggest innovation
launch of Heineken® Thailand
in 27 years.

Introducing...
Heineken® Silver!



Introducing Heineken® Silver, unexpectedly smooth and refreshing

With Heineken® Silver, we're breaking away from old-school rules and conventions in APAC. Although it looks just like Heineken® original lager, each sip of Heineken® Silver is unexpectedly smoother.

And it's not just a matter of taste. It's a whole change in perspective as well. Heineken® Silver is all about bringing that unexpectedly smooth philosophy to Asia - Inspiring everyone to leave formality behind for a little more fun.

Heineken® Silver
Live Life Chillver, Surprisingly Smooth

Heineken® Silver SKU Assortment



■ 620ml. Bottle / Pack 12



■ 320ml. Bottle / Pack 24



■ 490ml. Can / Pack 12



■ Draught Beer
20L & 30L

Same premium beer with smoother taste to be enjoyed anytime for the new generation

Volume target : Male 35-55 yo
in high energy occasions

Higher

Full-bodied with malty
and fruity notes

Alcohol 5%



**Target
consumers**

Bitterness

**Taste
profile**

ALC%



Male and Female 20-30 yo
in everyday occasions

Lower

Smoother & more refreshing
with low bitterness

Alcohol 4%

Our Ambition: The beer of choice for Gen Z & Y!

What

Brewed with the same signature high quality standards as Heineken® original lager, now with Superior Smoothness for Extra Refreshment!

Why

Meet the needs of new generation with taste profile changes & broaden consumption moments.

Who

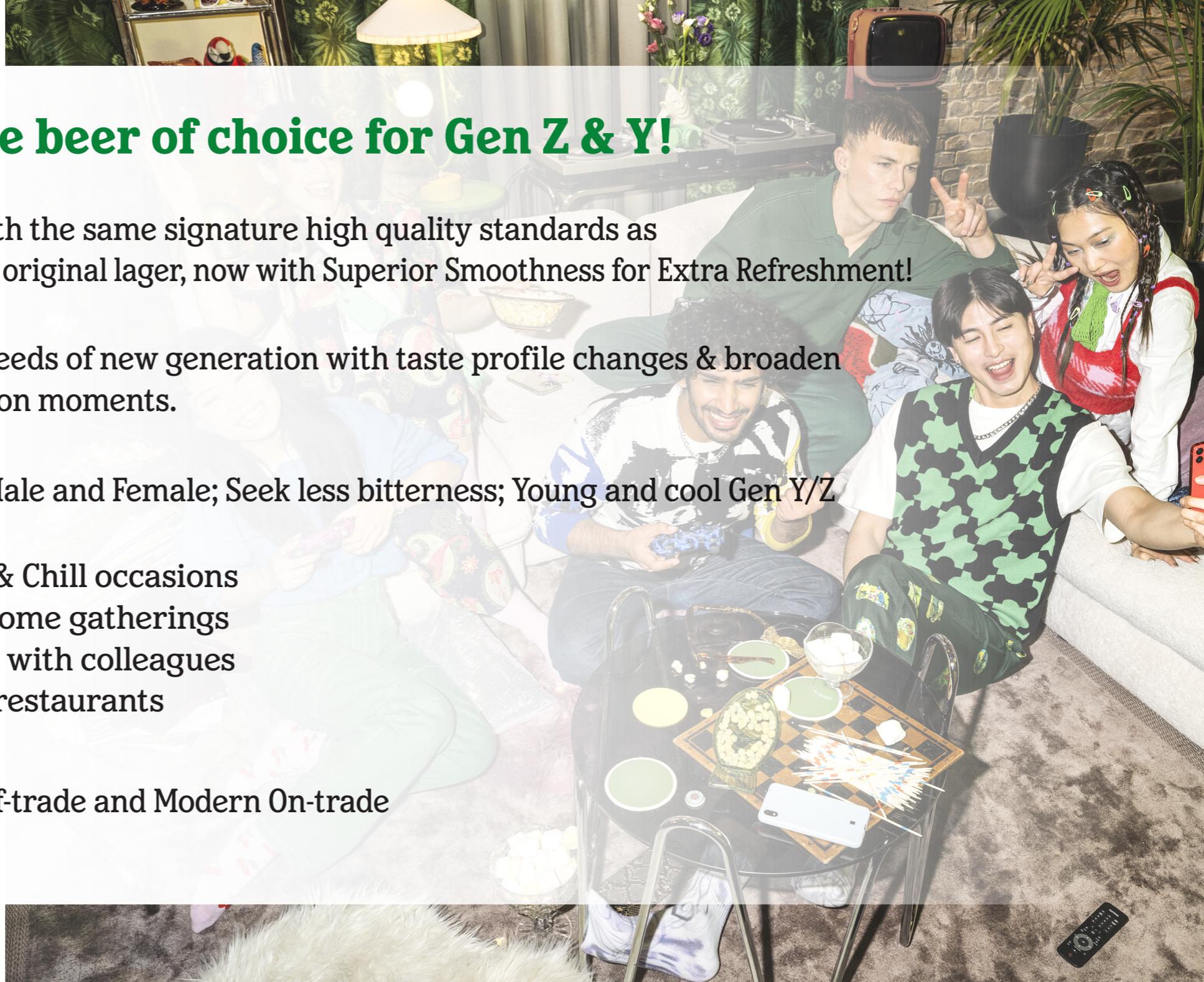
20-30 yo; Male and Female; Seek less bitterness; Young and cool Gen Y/Z

When

Everyday & Chill occasions
Relax or Home gatherings
Afterwork with colleagues
Dinner at restaurants

Where

Modern Off-trade and Modern On-trade



ON TRADE

RECOMMENDED SKU

	SKU	Premium Restaurant	Mainstream Restaurant	Pub Restaurant	Food Shop	Expat Bar, Hotel, Bar Beer
Bottle	620 ml.					
	320 ml.					
Can	490 ml.					
	20 L.					
Draught	30 L.					

SELLING PRICE

Region	SKU	Dealer Price (Inc Vat)	Sub-Dealer Price (Inc Vat)	Outlet Price (Inc Vat)
GBKK & VCN	Bottle 620 ml. x 12	894	922	938
	Bottle 320 ml. x 24	1,085	1,112	1,129
	Can 490 ml. x 12	772	795	812
	Draught Beer (Tube) 20 litre x 1	2,070.50		2,610
	Draught Beer (None Tube) 20 litre x 1	2,070.50		2,610
	Draught Beer Service 20 litre x 1	374.50		
UPC	Draught Beer 30 litre x 1	3,105		3,886
	Draught Beer Service 30 litre x 1	535		
	Draught Beer (Tube) 20 litre x 1	2,145.50		2,685
	Draught Beer (None Tube) 20 litre x 1	2,145.50		2,685
	Draught Beer Service 20 litre x 1	374.50		
	Draught beer 30-liter x 1	3,216		3,997
	Draught beer service 30-liter x 1	535		

ON TRADE

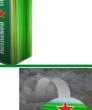
		AMENITIES					
		Premium Restaurant	Mainstream Restaurant	Pub Restaurant	Bar Beer	Expat Bar	Hotel
Outdoor Lightbox		★	★	★	★	★	
Indoor Lightbox		★	★	★	★	★	★
Tower		★	★	★			
Coaster		★	★	★	★	★	★
Glass 25 cl.		★	★	★		★	★
Glass 50 cl. (Draught Beer)		★	★	★		★	★
Jug		★	★	★			
Bottle Holder					★	★	
Crate Cannot do branding in outlet		★	★	★	★	★	

OFF TRADE

PRODUCT ASSORTMENT

Channel	Bottle 620	Bottle 320	Can 490	Bottle 620 (Case)	Can 490 (Case)
CVS					
Hypermarket					
Supermarket					
Makro					
Mom & Pop					
Local Supermarket					

OFF TRADE

	CVS	Hypermarket	Supermarket	Cash & Carry	Mom & Pop	Local Supermarket
Permanent Visibility						
Fixture			★	★		★
Stack			★	★		★
Fridge (7-11)		★				
End Gondola			★	★		★
Temporary Visibility						
Pallet					★	★
Price Tag		★			★	★
Shelf Tray		★	★	★	★	★
Neck Tag		★	★	★		
Standee			★	★		★
Wobbler		★			★	★
Tent Card					★	★

FAQ - ABOUT THE PRODUCT

1. What is Heineken® Silver?

Answer : A new beer innovation from Heineken® that is low in bitterness, smooth

2. Is Heineken® Silver available in other countries?

Answer : Yes, Heineken® Silver is available in selected countries (Vietnam, Taiwan, China and some parts of Europe), with more countries expected to roll-out in 2022 & 2023.

3. What does Heineken® Silver taste like?

Answer : It has the same Heineken® DNA of 100% pure malt quality taste and brewed with less bitterness. Making this a refreshingly smoother beer option.

4. How much ABV does Heineken® Silver contain?

Answer : Heineken® Silver contains 4% ABV

5. What are the differences between Heineken® Silver and Heineken® Original?

Answer : They are different in terms of Taste, Price positioning and Consumer target (Refer details in page 4)

6. Is Heineken® Original still available for sale in the market?

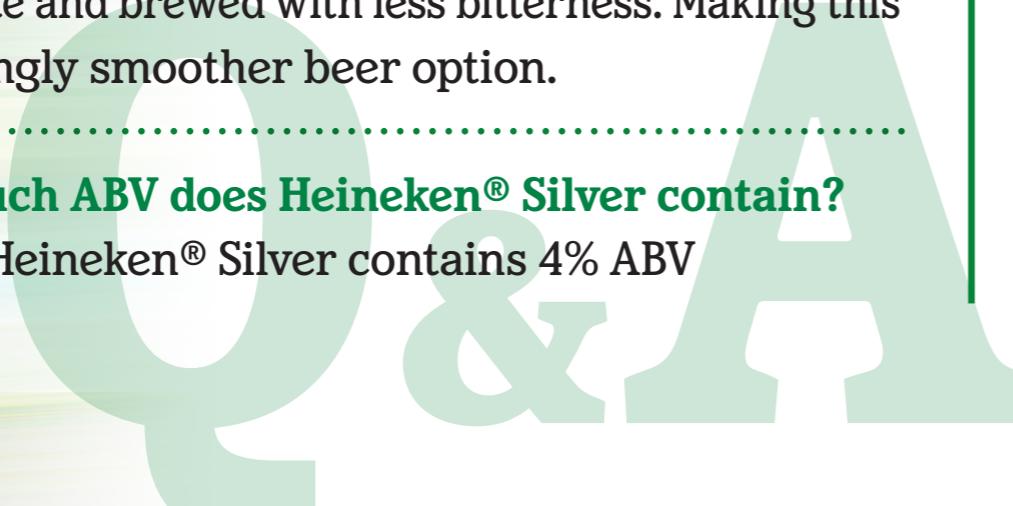
Answer : Heineken® original is the no.1 International Premium beerbrand. It will continue to sell in market, available at all channels.

7. Who are Heineken® Silver consumers?

Answer : Male and Female 20-30YO who enjoys the taste of a lower bitterness beer.

8. What is Heineken® Silver Shelf life / Beer age?

Answer : One year from production date.



FAQ - ABOUT THE PRODUCT

9. When will the product be available for ordering?

Answer : 24 June 2022

10. What SKUs are available?

Answer : Bottle 620ml & pack 12, Bottle 320ml & pack 24, Can 490 ml & pack 12, Draught beer 20L and 30L.

11. Where to sell-in Heineken® Silver?

Answer : On-Premise Channel, Heineken® Silver can be sold in any sub-channels. Priority channel is Premium restaurant, Mainstream restaurant and Pub restaurant. For Off Premise Channel, Heineken® Silver can be sold in any sub-channels. Priority channel is CVS, supermarket, Hypermarket, cash and carry and local supermarket.

12. What is the selling price of Heineken® Silver?

Answer : Heineken® Silver is priced +10% above Heineken® Original.

13. Why is Heineken® Silver priced higher vs Heineken® Original?

Answer :

- Research have shown that younger consumers are willing to pay for H® Silver as it meets their need both on taste and image.
- Heineken® has high brand equity, pricing up will lose little volume but boost up Customer & Outlets margin.

14. Why is Heineken Silver more expensive while having less alcohol?

Answer : Advantage of higher price differentiation means it gives consumer choices. Benefits to outlet, more revenue per order.

15. Can we receive the same result of selling Heineken Silver same as Heineken Original?

Answer : No. Refer to the Sales price list. Heineken® Silver is priced +10% higher vs. Heineken® Original

FAQ - ABOUT THE PRODUCT

16. Can we make the selling price of Heineken Silver in the store higher than the original but less than 10%?

Answer : We recommend that Heineken® Silver is priced +10% vs Heineken® Original. Customer makes more profit per order.

17. Is Heineken Silver categorized as Light Beer?

Answer : Heineken® Silver is brewed with lower bitterness, making the beer smoother in taste using the same 100% pure malt.

18. Why must we market Heineken Silver when Heineken Original is already doing well?

Answer : Research has shown that new generation of beer drinker Male and Female 20-30YO wants a beer that is less bitter

19. What are 3 key selling points of Heineken Silver?

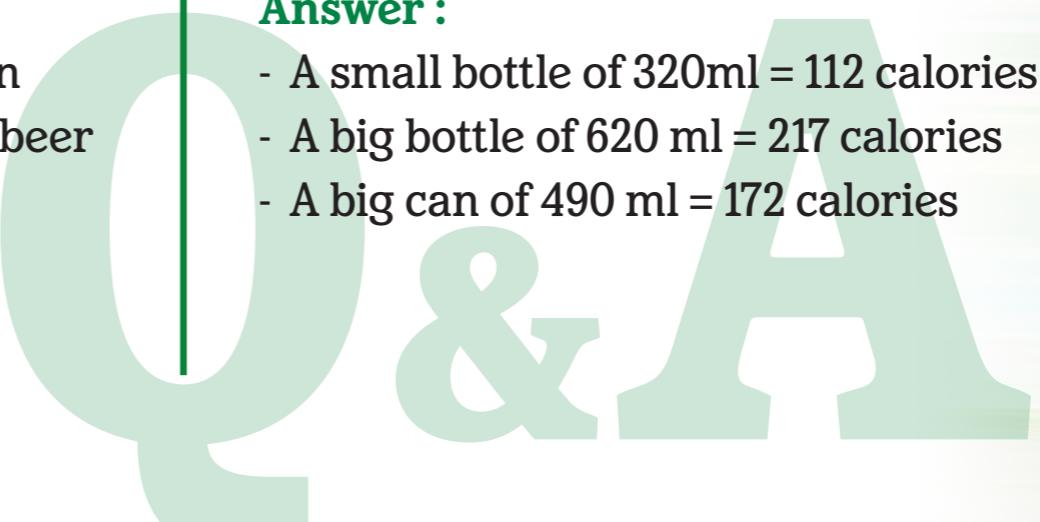
Answer :

1. Consumer demand choices. Research have shown that younger consumers want a less bitter drink and H® Silver is the lower bitterness beer choice.
2. Customers make more money on H® Silver. Every order sold is more profits for the Distributor, Dealer, Outlet.
3. Heineken® is a strong equity brand and it is well loved by consumers.

20. How many calories per bottle of Heineken Silver?

Answer :

- A small bottle of 320ml = 112 calories
- A big bottle of 620 ml = 217 calories
- A big can of 490 ml = 172 calories



FAQ : Sales Argument

1. Why should Customer list in another Heineken® beer?

Answer :

- Consumer demand choices. Research have shown that younger consumers want a less bitter drink and H® Silver is the lower bitterness beer choice.
 - Customers make more money on H® Silver
 - Heineken is a well loved beer brand and this is the 1st Heineken® beer innovation in Thailand.
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2. Is selling Heineken® Silver more profitable than Heineken® Lager?

Answer : Yes, Customer makes more profit on Heineken® Silver.

3. How much margins will Customer make on Heineken® Silver?

Answer : From 3 – 7% depending on SKU type

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4. What kind of support can I offer my Customer?

Answer :

- TAP will be investing 2x more on H® Silver, it will be TAP's biggest launch.
- Support in On-Premise
(POSM, Music Event, Brand Promoters and Roaming Booth)
- Support in Off-Premise
(In-store Visibilities)



FAQ : Sales Argument

5. Can we do promotion with other products?

Answer : To drive fresh experience of Heineken Silver at its initial launch, it is advised to do so through Heineken Silver itself rather than with other brands.

6. Can we do Pairing Food Promotion?

Answer : Allow to do combination set or food pairing set but cannot specify the pricing off of Heineken Silver in specific

7. Can amenities be used together with other brands?

Answer : We aim for Perfect Execution in outlet. Amenities to be separated.

8. How long does Extra BP for Silver last?

Answer : Aug-Dec 2022

Q & A