



“Culture Pulse spots trends in culture that Heineken® can play an authentic part in and delivers timely, relevant and provocative campaigns. In this way, we deliver stories that get people talking and bring our point of view on socialising into the conversation.”

Guilherme Retz Global Communications Manager Heineken® Brand



Read more on how Heineken® is tapping into cultural trends

Business priority

Shape the future of beer and beyond

We innovate across beer to respond to market opportunities and to grow the category. This includes a focus on premiumisation that is led by Heineken® but driven across the breadth of our portfolio. We continue to extend our portfolio of low-calorie, flavoured and less bitter variants to meet emerging consumer demand and build our leadership in low and no-alcohol beverages.

While beer remains fundamental to our business, there are opportunities for growth beyond the category. We continue to invest in cider and other refreshing line extensions to keep our portfolio modern and relevant.