

★ Heineken®

meet you there



Market

Great changes have taken place in the Croatian beer market in the past ten years - in 1995 Interbrew entered the market by taking over Zagrebačka pivovara, Carlsberg followed soon, and in 2003 Heineken purchased Karlovačka pivovara, the second largest brewery in Croatia. Market competition is extremely strong, especially in the premium beer segment - along with Heineken, bottled and distributed by Karlovačka pivovara, there are also Beck's, Carlsberg, Tuborg, Bavaria and Stella Artois. Thanks to its high quality and recognizable brand character Heineken has also conquered the Croatian market.

Achievements

Heineken has been building its specific position on the Croatian beer market by continuous introduction of innovations, aimed at satisfying the ever more demanding taste of its consumers and maintaining the highest quality of the product. In August 2005 Karlovačka pivovara presented David, the most modern draught beer system. The particularity of this portable system is that it enables freshness and constant beer temperature for 21 days. David is very simple to use and enables continuous cooling of beer. Another Heineken's



innovative draught beer tool is the DraughtKeg - first and only portable draught beer system on tap in Croatia. The DraughtKeg has the form of a 5-litre keg, and has been available on the Croatian market since autumn 2006. The simple handling and attractive packaging make DraughtKeg an ideal choice for fun with friends, wherever you are. Due to Heineken's patented pressure system, this portable dispenser provides longlasting freshness of beer 30 days after opening.

To underline its specific role in the premium beer segment, Heineken introduced the 0.65 l bottle to the Croatian market. The transparent label and the vertical embossed engraving across the bottle guarantee strong visual impression. Karlovačka pivovara introduced Heineken 0.65 l in August 2006 to provide extra refreshment to its customers in the hot summer days.

Heineken's Sub Zero cooler is yet another tool to fight the summer heat. It has the ability to cool beer from 0 °C to -2°C, which is the lowest temperature limit before the beer

freezes. Sub Zero is equipped with a large digital thermometer showing the temperature inside and guaranteeing the optimal taste of the beer - less bitter and smoother.

History

The history of Heineken started on December 16th, 1863, when Gerard Adriaan Heineken bought the Amsterdam's De Hooiberg brewery, founded in the 16th century. In the two centuries of its existence, De Hooiberg grew into the largest brewery in Amsterdam at the time, and its purchase marked the beginning of Heineken & Co. Three years later, Heineken introduced a new way of fermenting beer; using bottom fermenting yeast, developed especially for Heineken by a student of Louis Pasteur. The Heineken A-yeast has become the basis of the recognizable taste of the Heineken beer.

In 1980s, Heineken made a significant achievement by exporting beer to the American market, paving the way for further development and export throughout the world.

To this day, the Heineken family is still the majority shareholder at the Heineken Holding, the majority owner of Heineken N.V., company branch dealing primarily with the production of beer. The company's global success is based on steady beer quality, the success of the American export operations and the good marketing policy which has made the brand world-famous.

Product

The basic Heineken beer production principle has remained unchanged for more than 250 years: high



quality ingredients and complete control over the production process. Heineken contains malted barley, hops, yeast and water; which is one of the most important elements in beer production. It takes five litres of water for one litre of Heineken.

After seven days of fermentation in special tanks, the alcohol volume in the beer reaches 4.5 per cent. After that, it is left to mature for another four to six weeks. In this secondary fermentation, the percentage of alcohol rises up to 5 per cent. A unique ingredient, the Heineken A-yeast, endows the beer with its specific aroma. After the production process is completed, light and clear beer is filled into bottles, cans and kegs. The filling is also an automatized procedure by which strictly hygienic conditions are guaranteed.

Recent developments

Among Heineken's latest innovations on the Croatian market are the Sub Zero cooler and Heineken DraughtKeg. As mentioned before, Sub Zero is different from the other coolers because it cools beer to -2°C , which is the lowest temperature limit before the beer freezes.

DraughtKeg permanent 1 bar pressure and the inbuilt cylinder releasing CO_2 ensure freshness of beer for as much as 30 days after opening.

Promotion

Heineken owes much of its success to its founder's grandson, Alfred Henry, who understood the way in which marketing, particularly advertising, can contribute to

the development of brand awareness. He designed the recognizable green bottle and the smiling "e" in the Heineken logo. Both elements are important communicators of the uniqueness of the Heineken brand and contribute to its appeal. Heineken advertising campaigns have proven to be extremely successful globally. But, along with this manner of addressing the public, Heineken also cherishes an individual approach to its consumers, reflected in a series of projects and sponsorships.

The Heineken Thirst music platform is one of the ways to connect with young, urban consumers. Thirst is a unique global DJ competition pooling the biggest names of the world's DJ scene and the best young talents from around the globe. While enjoying great media attention young talents are given the opportunity to perform alongside the best world DJs as well as win valuable awards. The project was launched in 2002, with the goal of helping struggling DJs around the world to break through onto the local and international clubbing scene. The first Heineken Thirst in Croatia was held in 2005, when we hosted the regional European finals. In 2006, the project was given a new dimension and, changing the name to Thirst Studio, continues to search for the best musical talents, including DJs and producers.

By sponsoring selected events, such as the football Champions League and the James Bond films, Heineken has found another way to come closer to its consumers.

Apart from entertainment, sports, music and films, Heineken also promotes responsible enjoyment in beer; thereby supporting the development of social responsibility.



Brand values

Heineken is a unique lager beer for those who are looking for something more in a beer. It is directed at those who can recognize its character and premium quality, those who know how to enjoy what only Heineken can offer. The recognizable green colour stresses Heineken's attachment to nature and symbolizes exquisite beer freshness.

The three Heineken international brands - Heineken, Amstel and Murphy's - are present in almost all parts of the world. Heineken is available in more than 170 countries worldwide, which makes it the "most international" beer brand.

Heineken Pilsener is a fresh beer with a fruity aroma, which it owes to the Heineken A-yeast, and its slightly bitter taste makes it extremely smooth. The entire Heineken production process, from the brewing procedure, through fermentation and maturing, has been almost the same, traditional process for years. Heineken owes its success to the recipe that has been kept secret for centuries, its controlled production process and strict quality control.

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THINGS YOU DIDN'T KNOW ABOUT...

Heineken

- The beer used to be called "HEINEKEN'S BEER", written in capital letters, until 1962, when Alfred Heineken decided to change the name to "Heineken". He designed the recognizable smiling "e" as well. In the original font, all three letters "e" in the name of the beer are slightly tilted backwards, to make them appear as smiling.
- Heineken is recognizable by the red star symbol, used from the very beginnings, the symbol of medieval brewers around Europe, and considered to possess mystical powers that protect the quality of beer.
- The basic values of Heineken beer are respect for the individual, society and environment, enjoyment and passion for quality. All activities are in accordance with these principles.
- Heineken is available in more than 170 countries worldwide, which makes it the "most international" beer brand.
- In the Netherlands exclusively, all beer producers use identical brown returnable bottles, whereas in the other markets Heineken is sold in its recognizable green bottle.