

Heineken  
UK



Our Core Brands

Heineken  
UK





**Foster's** is the number 2 mainstream lager in the UK.

With its Australian heritage, it truly embodies the Australian '*no worries*' attitude to life.

#### Tasting Notes

Foster's is a light, golden 4% lager with a medium malt character. An easy-drinking lager with a delicate fruity hop aroma and a balanced taste, Foster's rolls off the tongue leaving a clean crisp finish.

Foster's brand website: [www.fosters.co.uk](http://www.fosters.co.uk)

#### Key Activities & Sponsorships

- World 8-Ball Pool
- Mass media campaigns including TV & Cinema, radio, outdoor and print advertising
- 'Game On' promotion
- Digital and on-line activity

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<b>Origins:</b>	<b>Australia</b>
<b>ABV:</b>	<b>4%</b>
<b>Available Since:</b>	<b>1888 (In the UK since 1981)</b>
<b>Variants:</b>	<b>Foster's &amp; Foster's Scuba</b>

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**Strongbow** is the number 1 cider brand in the UK. It was launched in 1962 by Bulmers & has shown strong growth ever since.

Strongbow is currently 6th in the top 10 Beer & Cider Brands in the UK, behind only the giant standard lagers! Strongbow rewards hard graft because it delivers superior first pint refreshment.

#### **Tasting Notes**

A refreshing cider with a good depth and character. Initial strong 'cidery' flavour from the fermented bittersweet juice with a hint 'appliness' or cooked apple coming from the culinary fruit. Made from a blend of Cider and Culinary apples, a well rounded, balanced cider.

Strongbow's brand site: [www.bowtime.com](http://www.bowtime.com)

#### **Key Activities & Sponsorships**

- Mass Media campaigns including TV, Outdoor, Radio and press
- Bowtime digital & online activity
- talkSPORT sponsorship
- Festival sponsorship including Isle of Wight & V Festival
- The Sun Newspaper partnership

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<b>Origins:</b>	<b>Great Britain</b>
<b>ABV:</b>	<b>4.5% Draught</b>
	<b>5.3% Packaged</b>
<b>Available Since:</b>	<b>1962</b>

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Heineken 

THE ORIGINAL QUALITY

HEINEKEN LAGER BEER

DIPLOME D'HONNEUR AMSTERDAM 1883

TRADE MARK



ESTD

**Heineken**

MEDAILLE D'OR PARIS 1875  
GRAND PRIX PARIS 1889



HORS CONCOURS BRUXELLES 1889

PREMIUM QUALITY

BREWED WITH NATURAL INGREDIENTS



**Heineken** is a true global beer brand.

Founded in 1873 when Gerard Adriaan Heineken bought the De Hooiberg brewery in Amsterdam, Heineken is now sold in over 180 countries and is the world's most valuable beer brand.

### Tasting Notes

Delicate hop and malt aroma, underlying tropical and apple flavours combine with a clean palate and refreshing finish with some hop notes.

Heineken's brand site: [www.heineken.com](http://www.heineken.com)

### Key Activities & Sponsorships

- UEFA Champions League
- Heineken Cup

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**Origins:** Netherlands

**ABV:** 5.0%

**Available Since:** 1873







Making cider in Hereford since 1887, **Bulmers Original** was launched in 1982 and then relaunched in 2006 with a Pear variant added in 2007.

Made in Hereford by our 5th generation of cider makers, Bulmers is the No.1 premium packaged cider brand in the UK.

### Tasting Notes

#### **Bulmers Original**

A 4.5% ABV full flavoured cider, which is a good balance of the softer culinary apples, combined with bittersweet to provide depth and character

#### **Bulmers Pear**

A 4.5% ABV product, Bulmers Pear cider has a juicy pear flavour and light, fruity aroma

#### **Bulmers Crisp Blend**

A product made with a unique blend of traditional cider apples with sharper tasting varieties, which offer a crisp refreshing taste

#### **Bulmers N°17**

4% ABV premium quality apple cider with crushed red berries that is cut with a shot of lime to produce an explosive fruit taste

### Key Activities & Sponsorships

- TV Advertising
- Outdoor Advertising
- Print Advertising
- Summer Experiential Activity

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**Origins:** England

**ABV:** 4.5%

**Available Since:** 1982 (Relaunched 2006)

**Variants:** Bulmers Original & Bulmers Pear

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SMITH'S





The UK's No.1 ale is named after Tadcaster's favourite son.

The original John Smith began brewing in 1847, and with a ready market for his quaffable beer the family business soon became a brewing empire.

Today his legacy lives on through the nation's favourite ale – **John Smith's Extra Smooth.**

### Tasting Notes

John Smith's Extra Smooth is an ale with a distinct cereal character. It has malty and caramel flavours complimented by some fruitiness. It is both sweet and bitter and is creamy smooth in texture.

John Smith's brand site: [www.johnsmiths.co.uk](http://www.johnsmiths.co.uk)

### Key Activities & Sponsorships

- John Smith's Grand National
- John Smith's Racing Program
- Official supporter of the Winmau World Masters Championship
- Extensive horse racing sponsorship in the UK
- John Smith's People's Darts
- Smithy – the John Smith's People's Racehorse

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**Origins:** Great Britain

**ABV:** 3.8%

**Available Since:** 1847

**Variants:** John Smith's Extra Smooth & John Smith's Magnet

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**Kronenbourg 1664** is the UK's No.2 premium lager.

This exceptional beer originated in Alsace in Eastern France and is brewed with the exclusive Strisselspalt hop, known as the caviar of hops, which gives it its unique aromatic and fruity flavour.

#### **Tasting Notes**

Made with selected malts and exclusive yeast, Kronenbourg 1664 is darkish beer with golden highlights. Its aromatic hoppiness and a subtle bitterness come from long maturation in the cellar.

Its unique recipe is distinguished by the use of the aromatic Strisselspalt hop, the 'caviar of hops', which sets it apart from other beers. The Strisselspalt hop has been exclusive to Alsace since 1885 and gives the beer an unrivalled aroma and superior taste.

Kronenbourg 1664's website is: [www.k1664.co.uk](http://www.k1664.co.uk)

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<b>Origins:</b>	<b>France</b>
<b>ABV:</b>	<b>5%</b>
<b>Available Since:</b>	<b>1952</b>
<b>Variants:</b>	<b>Kronenbourg with Dynamo Système</b>

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**Heineken UK**

2-4 Broadway Park,  
South Gyle Broadway,  
Edinburgh EH12 9JZ  
Tel: +44 (0) 131 528 1000