



HEINEKEN® 0.0

Amount of Heineken 0.0 growth trend in the On Premise

+49%



85% of consumers that tried Heineken 0.0 will recommend it to friends

80%

Percent of consumers that said they would order Heineken 0.0 again.



MASTER BREWER'S TASTING NOTES



Sight: Bright, light golden color



Swirl: Gently swirl to release aromas



Smell: Fruity and subtle malt aroma notes provide a fresh character



Sip: Balanced with refreshing fruity notes and a soft malty body



Swallow: This inspiring and innovative beer will be met with a pleasant, refreshing, and clean aftertaste

ABV: 0.0% | IBU: 16 | CALORIES: 69 | CARBS: 16G
*per 12 oz. serving