

INTRODUCING

Heineken® 0.0 Flavors

Launch date: March 2026

PROGRAM

Heineken® 0.0 Flavors

A new range of flavored Alcohol-free brews, crafted from Heineken® lager and natural fruit flavors for a refreshing, well-balanced drinking experience.

Two easy-to-drink offerings:

Cold-pressed Lime and Nectarine Juniper

Perfect for casual social gatherings, BBQs and cookouts

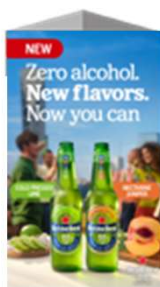
Launch Overview

Heineken 0.0 Flavors innovation launch comes with a full suite of dual and individual SKU point-of-sale materials to drive awareness and trial.

Focus Markets: CA, FL, TX, GA, AZ, VA, IL, OH, DC, SC, NC, NM, NV, CO



Case stacker



3-sided topper



Shelf Violator
(1 sku per side)



POS TOOLS



Base wrap