

## Heineken 0.0 to launch on Ryanair

By **Jas Ryat** on April, 10 2018 | Spirits & Tobacco



Heineken 0.0 offers travelers that looking to maintain their balanced lifestyle an alternative when traveling



Christian Klimpke, Global Account Manager Airlines, Global Duty Free Heineken, describes the brand as “fully committed” when speaking of the strategy behind Heineken 0.0

Heineken announces the listing of new Heineken 0.0, the first zero alcohol beer from the brand, on-board Ryanair, Europe’s largest airline.

Heineken 0.0 will be featured on Ryanair’s new inflight menu, launching 1 April 2018, joining Heineken beer and Bulmers cider from the Heineken portfolio. It is offered in a 33cl can, ideal for inflight convenience.

Heineken 0.0 targets the rising global consumer interest in a balanced, healthy lifestyle, offering a high quality zero alcohol option that appeals across a wide variety of social occasions and consumer profiles. Heineken 0.0 has strong inflight appeal, including leisure travelers with accompanying family and business travelers heading for meetings.

Heineken’s Master Brewers created the new zero alcohol beer using natural ingredients, resulting in a beer brewed for beer lovers, by beer lovers. Willem van Waesberghe, Global Craft and Brew Master at Heineken, said: “Removing alcohol from regular 5% Heineken would have been easy, but it wouldn’t deliver the best tasting non-alcoholic beer. Heineken 0.0 is brewed from scratch and has a perfectly balanced taste with refreshing fruity notes and soft malty body.”

The partnership with Ryanair is celebrated with a social media competition encouraging passengers to share their Heineken 0.0® experience. Using the hashtags *#Heineken00* and *#RyanairInFlight*

passengers can post an image from their inflight Heineken 0.0 encounter for the chance to win tickets to the legendary Montreux Jazz Festival 2018.

Christian Klimpke, Global Account Manager Airlines, Global Duty Free Heineken, outlined the strategy behind the new launch: “Heineken is fully committed to innovating new experiences for the consumer and Heineken 0.0 is ideally matched to air passenger needs, offering a distinctive, premium quality, alcohol-free experience.

“Heineken has seen strong growth in the zero alcohol segment and expect this to continue, driven by the global cultural trend of living a balanced, healthy lifestyle. Heineken® 0.0 gives consumers a choice for all their drinking occasions, without compromising on quality.

As one of the world’s top 5 airlines (by traffic), Ryanair is a key inflight partner for Heineken and we are delighted to launch Heineken 0.0 in the inflight sector with them and further expand our inflight portfolio.”

Aoife Greene – Head of Retail, Ryanair, added: Through our *‘Always Getting Better’* program, now in its fourth year, we constantly strive to improve every aspect of the Ryanair customer experience, and our newly enhanced inflight menu is a key element of that strategy. We are delighted to welcome Heineken 0.0 onboard Ryanair, providing our passengers with a uniquely appealing premium beverage experience that is perfectly suited to the needs of the inflight market.”