

Heineken fact sheet

Heineken pilsener

Brewed the world over

Craftsmanship and a unique recipe put Heineken on the map, and consistent high quality has now made it the world's most international premium beer, well loved in more than 170 countries.

Devotion to quality for three generations

Heineken was created by a group of dedicated people pursuing the highest quality and craftsmanship in brewing. The Heineken the world drinks today is still brewed using the original, unrivalled recipe invented three generations ago by the Heineken family.

Its mildly bitter taste, fresh, fruity aroma, bright colour and exceptional clarity are obtained using only the purest water, hops and barley malt.

Gravity: Original extracts 11-12% by weight

Alcohol: 5% vol.

Bitterness: 23 EBU

Colour: 7 EBC

As a policy, we do not use any raw materials that have been genetically modified.

Traditional varieties

The varieties of Heineken represent a renewal of traditions going back centuries. Our brewers apply the same superior quality standards to the world-famous Heineken pilsner as to these unique specialty beers.

Heineken Tarwebok/ Special Dark (USA)

Traditionally brewed and drunk in autumn, this aromatic, strong beer has a full-bodied, spicy taste derived from unique malts made with roasted spring barley and wheat. This product is available in the Netherlands only, and in the USA under the name Special Dark.

Heineken Oud Bruin

One of the most traditional Dutch beer types, 'Old Brown' derives its rich, dark colour and taste from its dark malt and hops. Natural sugar gives it a mildly sweet, caramel taste. It is only available in the Netherlands.

Supporting quality in the arts

Heineken supports quality art and sporting events around the globe. We devote energy to encouraging young talent and bringing together the best performing artists at festivals, concerts and other venues.

Produced

In the Netherlands, Vietnam, Thailand, Tahiti, Singapore, United Kingdom and Sweden.