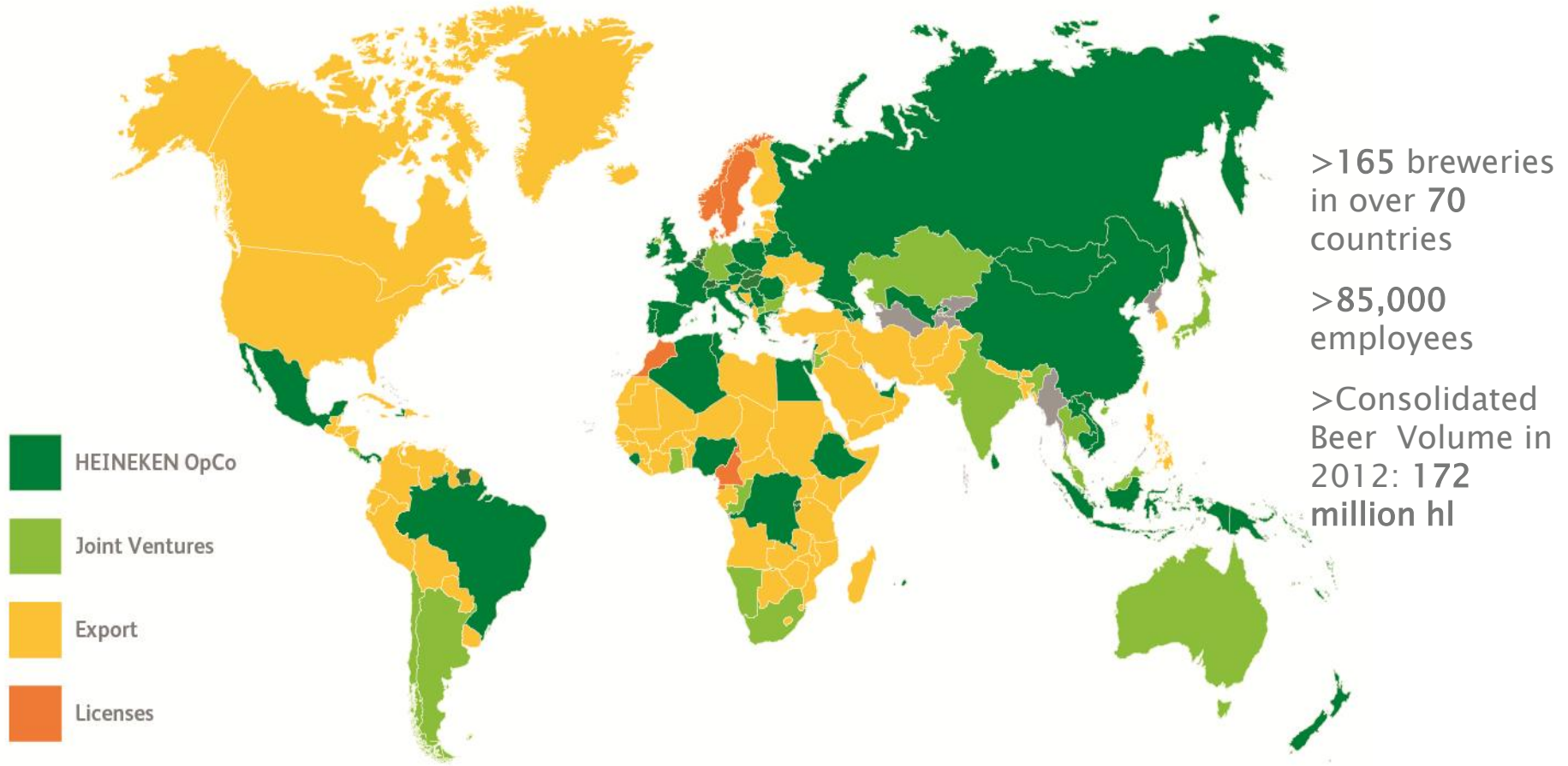




# Green Cooling in HEINEKEN

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# HEINEKEN - Truly Global Presence



# World-class Brand Portfolio

Heineken® is our flagship brand and the world's leading international premium beer

Desperados, Sol, Amstel Premium Pilsener and Strongbow Gold complement our global brands portfolio

Altogether, HEINEKEN has over 250 international premium, regional, local and specialty beers and ciders



# Shaping Our Future | Our Global Priorities

- 1 **Grow the Heineken® brand**
- 2 **Be a consumer-inspired, customer-oriented, brand-led organisation**
- 3 **Capture the opportunities in emerging markets**
- 4 **Leverage the benefits of HEINEKEN's global scale**
- 5 **Drive personal leadership**
- 6 **Embed and Integrate Sustainability**

## Priority 6 | Embed and Integrate Sustainability

Our business priority



Embed and integrate sustainability

Our strategy

**Brewing a Better Future**

Our focus



Water



CO<sub>2</sub>



Sourcing



Responsible Consumption

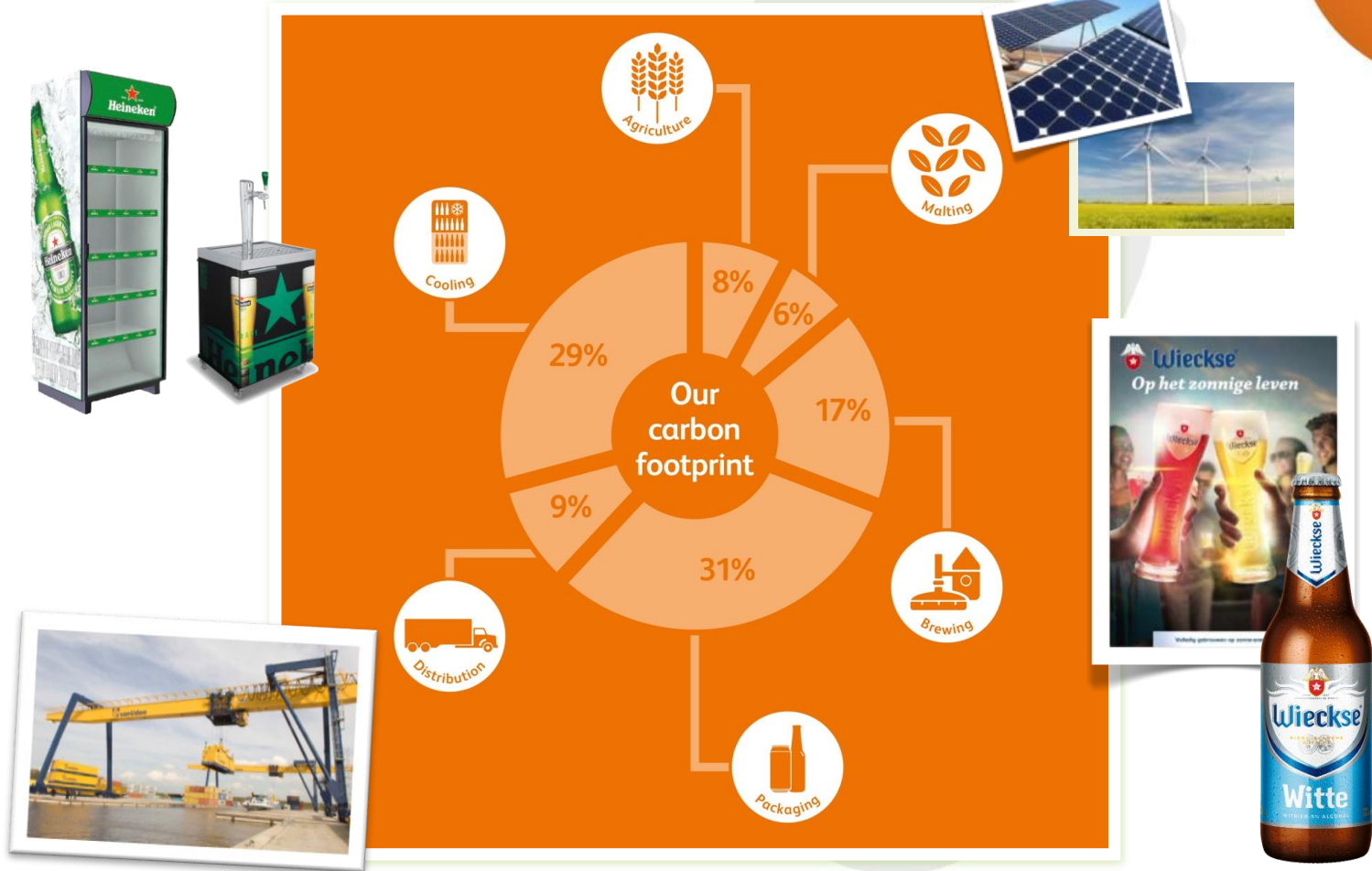
Our ways of working



Values and Behaviours

# Our Carbon footprint

(based 92% of total produce volume)





# Reducing CO<sub>2</sub> emissions

## Our External Commitments



	2015	2020
Reduce specific CO <sub>2</sub> emissions in production	Reduce our CO <sub>2</sub> emissions in production by 27% <sup>1</sup> (eq 7.6 kg CO <sub>2</sub> -eq/hl)	Reduce our CO <sub>2</sub> emissions in production by 40% <sup>1</sup> (eq 6.4 kg CO <sub>2</sub> -eq/hl)
<b>Reduce specific CO<sub>2</sub> emissions in fridges</b>	<b>Reduce the CO<sub>2</sub> emissions of our fridges by 42%<sup>2</sup></b>	<b>Reduce the CO<sub>2</sub> emissions of our fridges by 50%<sup>2</sup></b>
Reduce specific CO <sub>2</sub> emissions in distribution	Reduce the CO <sub>2</sub> emissions of distribution by 10% <sup>3</sup> in Europe and the Americas	Reduce the CO <sub>2</sub> emissions of distribution by 20% <sup>3</sup> in Europe and the Americas

**Global Fridge Policy**

<sup>1</sup>Baseline 2008

<sup>2</sup>Baseline 2010

<sup>3</sup>Baseline 2011, scope is 24 of our largest operations

# Our Green Cooling portfolio started in 2008



## Green Fridges



## Draught beer small



## Draught beer large





## What is a **GREEN FRIDGE** for HEINEKEN?

A GREEN FRIDGE has the following characteristics:

1. Hydrocarbons (R-290 & R600a)
  2. Energy mgmt systems
  3. LED lighting
  4. Energy efficient fan (EC/DC fan)
  5. HEEI of below 90
- 
- Hydrocarbons where legally and/or technically possible.
  - We started with introducing with technology that would make an impact



# Draught Experiences for On-trade | David GREEN



## The world's 1st GREEN draught system

- Uses 50 to 70% less energy than regular beer coolers
- Easy to use for outlet staff
- No cleaning cost, no beer losses
- Profitable
- Mobile and built-in versions
- Guaranteed fresh beer for 30 days
- 20 litre keg concept in fridges (R-290)

100%  
FRESH  
70%  
LESS  
ENERGY



David GREEN: 55+ markets



David XL GREEN: 10+ markets

# Draught Experiences for On-trade | Orion

## Draught beer as fresh as from the brewery

- Branded beer tanks visible in an outlet
- Unique consumer experience and highest freshness
- Convenience for outlet staff
- Available in 5 markets
- 2 coolers –for tank + one for python & column

100%  
FRESH  
50%  
LESS  
ENERGY



# Green Fridges

- We have developed our own energy efficiency standard, that was needed!
- In 2012 HEINEKEN (ex APB acquisition) bought around 130.000+ fridges with an average energy reduction of 38%.
- About 65% of them were equipped with HCs.
- HC only possible where technical and legally possible.
- In some countries installation & maintenance personnel not available, training is essential.



# Thank You

