



press release

## **New Heineken Experience to reopen on 20 October 2008 in Amsterdam**

Amsterdam, 30 July 2008 – The Heineken Experience, located in the former Heineken brewery in the centre of Amsterdam, will reopen for visitors on 20 October 2008 following extensive renovation and expansion.

The Heineken Experience was first opened in 2001 and has become one of Amsterdam's most popular tourist attractions with over 400,000 visitors a year.

Hans Maris, Manager of the Heineken Experience, commented: "The attraction is looking great after the renovation. We've enlarged the Heineken Experience to accommodate the increasing number of visitors, and we've introduced a variety of new, interactive and entertaining elements in the tour. The museum continues to tell the story of the Heineken company and family, with of course the opportunity to enjoy a cold Heineken. BRC Imagination Arts did a fantastic job in redesigning the attraction. We're looking forward to opening our doors again to the public."

In the Heineken Experience, visitors are introduced to the World of Heineken during a self-guided interactive tour.

New attractions include:

- Mini Brewery with brew master;
- Stable Walk which allows guests to visit our working stables and see the iconic Shire horses;
- Brew U Ride Theater, where visitors experience the brewing and bottling process themselves;
- Tasting Bar where visitors can learn about real Heineken taste;
- Bottle Your Own Heineken, which offers guests the opportunity to take a personalized Heineken bottle home;
- Multi-media experiences showcasing Heineken global sponsorships including the UEFA Champions League and innovations such as BeerTender and DraughtKeg;
- Gallery, showcasing Heineken artwork and advertising from past and present;
- The World Bar, where visitors can enjoy a Heineken in a changing international environment;
- Shop, which sells Heineken branded souvenirs, and will be open seven days a week.

For more information on the Heineken Experience, please visit <http://www.heinekenexperience.com/>

### **Press Enquiries**

Véronique Schyns

Tel: +31 (0)20 5239 355

veronique.schyns@heineken.com