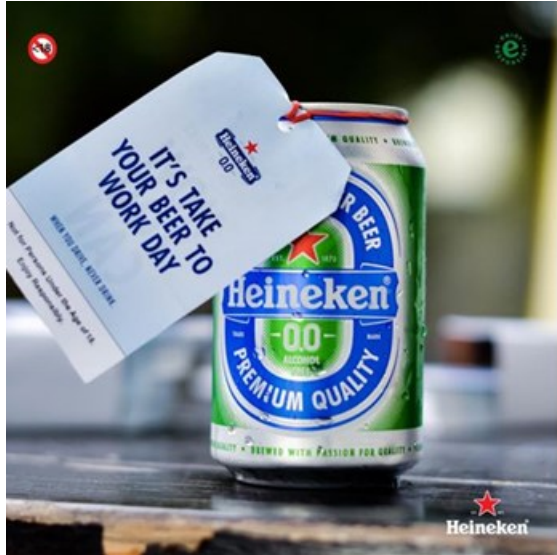


# Now you can 'take a beer to work' with Heineken 0.0

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Heineken® has launched its 'Take Your Beer To Work Day', an activation that saw consumers taking their complimentary Heineken® 0.0 to the office.



Heineken® 0.0 is a great-tasting alcohol-free beer that allows you to enjoy a beer at any time of day. With moderate drinking on the rise, Heineken®'s master brewers created the perfect alcohol-free option for beer lovers.

Consumers in Johannesburg, Durban and Cape Town were treated to a Heineken® 0.0 at various locations including participating Shell, and BP service stations, the Sandton and Hatfield Gautrain stations, OR Tambo airport and office parks across the country.

"The time is ripe for an innovation that disrupts the category and offers a new take on how and when people can enjoy their favourite beer. The benefit of Heineken® 0.0 allows you to enjoy the great taste and premium quality of Heineken® at any time of day or on different occasions. Ideal for those moments in life when you want to enjoy a beer but don't want the alcohol," says Lauren Muller, Heineken®'s marketing manager.



## A beer for all occasions!

“Take Your Beer To Work Day” permits consumers to enjoy Heineken® 0.0 at lunchtime meetings (and still be able to go back to the office), or after work drinks, especially if they are planning to drive home.

“Heineken® 0.0 brings an incredible beer taste to the alcohol-free space and opens a world of opportunity for people to come together and enjoy a beer that expands the occasions where they are able to drink responsibly,” says Muller.

This refreshing lager is an alcohol-free malt beverage, brewed with a unique recipe for a distinct, balanced taste. Twice brewed and fermented from natural ingredients, this brew culminates in a fruity flavour and slight malty notes.

Alcohol-free beer is a classification\* for beverages containing 0.05% alc./vol. or less. Heineken® 0.0 contains 0.03% alc./vol., allowing beer drinkers to do more without giving up the beer they love. The brand’s global campaign platform #NowYouCan expresses this freedom, displaying the wide range of fun, social occasions Heineken® 0.0 enables.



### Notes:

- As an alcohol company, Heineken does not promote any of our products to children/minors. Although Heineken® 0.0 is an alcohol-free beer; it is not suitable for persons under the age of 18.
- Heineken encourages the responsible consumption of alcohol, and the company shares the belief when you drink, never drive.
- \*Classification: Foodstuffs, Cosmetics and Disinfectants Act for regulations regarding labeling and advertising of foodstuffs.

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### About Heineken South Africa:

*Heineken South Africa is a key player in the beer and cider industry in the country, with an impressive portfolio of brands, including Heineken®, Sol, Windhoek, Miller Genuine Draft, Amstel, Strongbow, Soweto Gold, and Tafel.*

*Heineken South Africa is a joint-venture between Heineken N.V. and Namibia Breweries. Visit*

*<http://www.heinekensouthafrica.co.za/>.*

<sup>1</sup> **Women of 1956 should inspire us to complete the work they started** 8 Aug 2023

<sup>2</sup> **Heineken collaborates to provide support services and promote responsible alcohol use** 5 May 2023

<sup>3</sup> **International Women's Month: Authentic leadership** 8 Mar 2023

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*Heineken South Africa is an important player in the South African beer and cider market. We have an exciting portfolio of brands, spearheaded by our global flagship brand Heineken®.*

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