



MEDIA RELEASE

Heineken Experience welcomes 500,000th visitor Record number of guests in 2011

Amsterdam, 14 December 2011 – The Heineken Experience was visited by a record number of people in 2011. This afternoon the 500,000th visitor was welcomed, placing the Heineken Experience in the top 5 of Amsterdam's most visited tourist attractions. Since it first opened its doors in 2001, more than 3.7 million visitors have experienced the tour.

Greeted with a cold Heineken®, the 500,000th visitor, Flavia from São Paulo – Brazil, received a specially designed award from Dirk Lubbers, manager of the Heineken Experience. In addition to a personal tour through the Heineken Experience, Flavia was offered a tour through Amsterdam on the authentic horse-drawn Heineken® beer carriage, which has been gracing the city's streets since 1878. Last but not least, a special edition Heineken® bike will be shipped to São Paulo.

The Heineken Experience is located in the former Heineken Brewery in the city center of Amsterdam, The Netherlands. The building is a national monument and listed in the European route of Industrial Heritage. In 1988 Heineken stopped brewing at this location. The site was completely renovated and turned into the Heineken Experience. It opened its doors for the first time in 2001. The Heineken Experience is a self-guided, interactive journey through the dynamic world of Heineken®, annually visited by hundred thousands of tourists from around the world. The majority of the visitors are from the United States, the United Kingdom, Spain, Brazil and Italy.

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