

## HEINEKEN invests €45Mn in Global R&D centre in the Netherlands

29 November 2024 | News

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HEINEKEN announces the construction of the new Dr H.P. Heineken Centre, a state-of-the-art Research & Development (R&D) Centre in Zoeterwoude, representing an investment of €45 million. The R&D Centre will focus on improving existing products and processes as well as developing new products. Opening in mid-2025, this new Global R&D Centre will play a crucial role in HEINEKEN's innovation and growth strategy.

The Dr H.P. Heineken Centre, covering an area of 8,800 m<sup>2</sup>, will employ staff from 12 countries to work on innovation within global brands such as Heineken, Desperados and Amstel. This new facility includes offices, laboratories, a model service centre and sensory research and packaging development departments. It will play a leading role within HEINEKEN's global R&D network, which includes hubs in Mexico, South Africa and Southeast Asia.

The location of the R&D Center in Zoeterwoude, next to the largest brewery in Europe and near the Delft University of Technology (TU Delft), creates the ideal environment for fostering both global and local innovation. Previous successes developed in Zoeterwoude include Heineken 0.0, the Draught Keg, and the horizontal fermentation system that creates Heineken's distinctive flavour. Zoeterwoude is also where HEINEKEN is already working on sustainability initiatives, such as installing the sector's first large-scale e-boiler.