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HEINEKEN expands 0.0 draught to 10,000 outlets across Europe

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HEINEKEN announced the installation of a Heineken 0.0 draught at its 10,000th outlet in Europe. This milestone marks the companyâ??s leadership in the non-alcoholic beer category and underscores the mainstream acceptance of alcohol-free options in bars and restaurants across key markets, including the Netherlands, the UK, Spain, Ireland, and France.

As the pioneer of the 0.0 category, HEINEKEN continues to deliver on its commitment to innovation, consumer choice, and responsible consumption. The company has steadily installed Heineken 0.0 taps, with nearly 60 per cent of outlets in Ireland, and more than 2,000 outlets in both the UK and Spain now offering Heineken 0.0 on draught. This expansion reflects the rapid growth in demand for alcohol-free options across pubs and bars.

â??Reaching 10,000 outlets with Heineken 0.0 on draught proves that alcohol-free beer has truly entered the mainstream. With 0.0 draught sitting front and centre alongside other beer taps, and more and more widely available in bars and restaurants, the notion that youâ??re ordering something â??differentâ?? when opting for an alcohol-free is a thing of the past,â?• said Michael Gillane, Regional Global Brands Director Europe. â??Heineken 0.0 on draught helps to normalise non-alcoholic beer in even more social settings, making great beer accessible to everyone.â?•

Demand for Heineken 0.0 on tap is surging across key European markets, including the Netherlands, UK, Spain, Ireland, and France, with venues reporting strong uptake. In the Netherlands specifically, alcohol-free draught consumption is experiencing a notable annual growth of 25 per cent. From lunchtime gatherings and after-work drinks to nights out and sporting events, consumers are embracing alcohol-free alternatives. A recent Nielsen study commissioned by HEINEKEN revealed that one in four sports fans now chooses alcohol-free options while cheering on their team, underscoring how quickly 0.0 has become part of everyday social occasions.