

The Magic of HEINEKEN

Even the most iconic brands can struggle to hold viewers' attention when it comes to the typical five-minute corporate film. However, the epic and enduring journey of the HEINEKEN Company, the iconic brand and its founding family over an extraordinary 150-year history has all the ingredients of a blockbuster hit. For those who've already had a sneak preview of 'The Magic of HEINEKEN' feature-length documentary, it's exceeded all expectations.



Original footage was shot in more than 11 countries

Producing the documentary required gaining access to the restricted areas of breweries and bottling facilities around the world and to family archives, as well as tapping into the personal stories of people who've shaped the Company's history and future. This presented an immense challenge – one particularly suited to a member of the Heineken family. So it may come as no surprise that the co-producer of the recently completed documentary, *The Magic of HEINEKEN*, was none other than Freddy Heineken's granddaughter, Louisa de Carvalho.

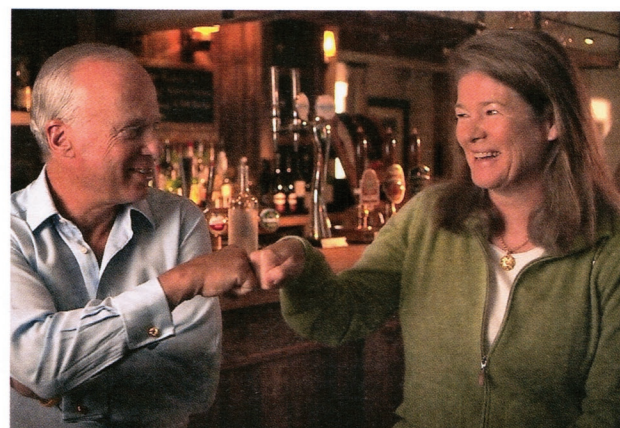
Behind the Scenes

For *The Magic of HEINEKEN*, Louisa succeeds in pulling back the curtain for an intimate look at the history and present-day story of the world's largest family-controlled brewer. The viewer is taken on a captivating ride through HEINEKEN's multifaceted history, highlighting innovations, obstacles, expansion, acquisitions, marketing and sponsorships that have not only ensured the Company's survival, but made HEINEKEN the most admired beer Company on the planet.

What ultimately emerges is a profoundly moving portrait of the tangible personal pride, passion and experiences that have

The documentary covers many aspects of HEINEKEN's business, from its beginnings to the present day

Personal insights from members of the Heineken family



STEFAN STANGLMAIR
Hops Purchaser, Joh. Barth & Sohn, Germany



HEINEKEN's passion for quality is apparent throughout the film



touched every aspect of family, Company and brand.

The film tells the story from the very first beer sold by Gerard Heineken from the back of a cart in Amsterdam in 1864, through to the pioneering adventure, relentless pursuit of quality, persistent innovation, environmental sustainability, celebrated sports and music events, and the highly publicised kidnapping of the family patriarch, Freddy Heineken, and the epic expansion that ensured the Company's survival in an increasingly competitive world.

Louisa herself was most in awe of the pioneering spirit of her family and those responsible for the early expansion, such as the development of Malayan Breweries to brew Tiger in 1932. "Having been on the road for so many months over the last year, I realised just how much we take modern means of transport for granted. For the earlier explorers in the Company, heading to far-off lands must have been revolutionary, exciting and highly challenging," she says.

Serious and Light-Hearted

A mix of innovative stop-motion animation, graphics and archive material, together with new footage shot in more

than 13 countries over the course of the year, ensure that the viewer's attention is held throughout. And there's no shortage of humour either, with production lines dancing to an original music score and classic one-liners from the likes of Freddy Heineken, who, after his release, joked, "They tortured me for three days. They made me drink Carlsberg!"

The Magic of HEINEKEN is guaranteed to yield a number of 'aha!' moments and 'have-to-talk-about' facts for beer and non-beer lovers alike. For example, did you know that a clone of the original Heineken® yeast, developed by a student of Louis Pasteur in 1886, is still used

today? Or that in 1961, during President Kennedy's visit to Austria to meet Russian President Nikita Khrushchev, he requested that Heineken® be stocked on Air Force One? For Louisa, however, the most memorable moment is one from recent history. "Our trip to Nigeria had a big impact on me," she says. "Seeing the work of all those involved in the Heineken Africa Foundation was a truly inspiring experience, and one which I'll never forget."

Stay tuned for more on how you can view the film in its entirety and continue to share in the magic of HEINEKEN... <



The film included a range of interviews with key HEINEKEN employees, past and present