

Retailer Collaboration & Insights.

Serena Smith

Head of Category – On Trade



“I Don’t sell Beer; I see a feeling”

Freddie Heineken



**HANDS UP IF
YOU STILL GO
TO THE PUB?**



Cost of doing Business increases
(Business Rates)



Staff retention is challenging or staff are being laid off to cut costs



Consumers continue to feel the pinch and drop pub visits



Consumers that are going out are demanding more



The License Trade charity reports that calls to the helpline are 50% up vs. last year



High levels of Customers feel that their business isn't viable or won't be without change

HOME NEWS

'A broken industry': Readers on why pubs are struggling to survive

Pubs and music venues in England will be given a 15% discount on their business rates bills from April and will not see increases for two years, the government has announced.

Treasury Minister Dan Tomlinson said the three-year package would be worth £1,650 for the average pub in 2026-27.

Heartbreak for UK market town as pub suddenly closes - 'so many'

NEWS

Why British people are drinking less alcohol than ever before

The sudden closure of a popular pub is causing a local community to reel and reflecting on the town's lively atmosphere.

TAS Times & Star
<https://www.timesandstar.co.uk> national uk-today

Full list of 21 Revolution bars that have closed in the UK

5 days ago — The venues closing, with immediate effect, include 14 Revolution bars, six Revolution de Cuba bars, and one Peach Pub. The full list of ... [Read more](#)

NEWS

Wetherspoon boss reveals impact of rising costs



BRIXTON BREWERY PRESENTS
MUSICAL BINGO
LIVE MUSIC
90'S/00'S/INDIE
BEER AND PRIZES TO BE WON
£2 ENTRY



HeineCare™
BEER INSURANCE

The world's first replacement plan for beer spilt during the football.



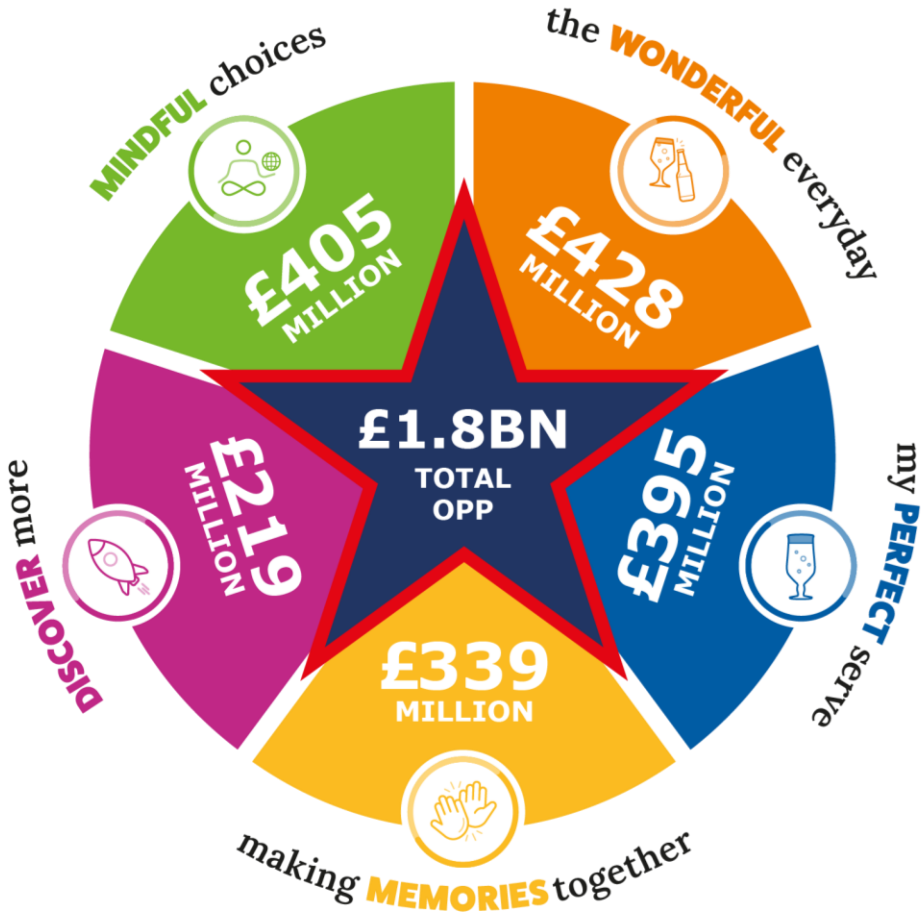
BUY ONE, GET ONE ON US.

SHARE LIFE'S SIMPLE PLEASURES





We know what is happening in the Market
Tenure
Region
Type of Outlet



We know where growth will come from and what the incremental opportunity is



We have Outlet level Information





EST. 1873

EST. 1873
Heineken

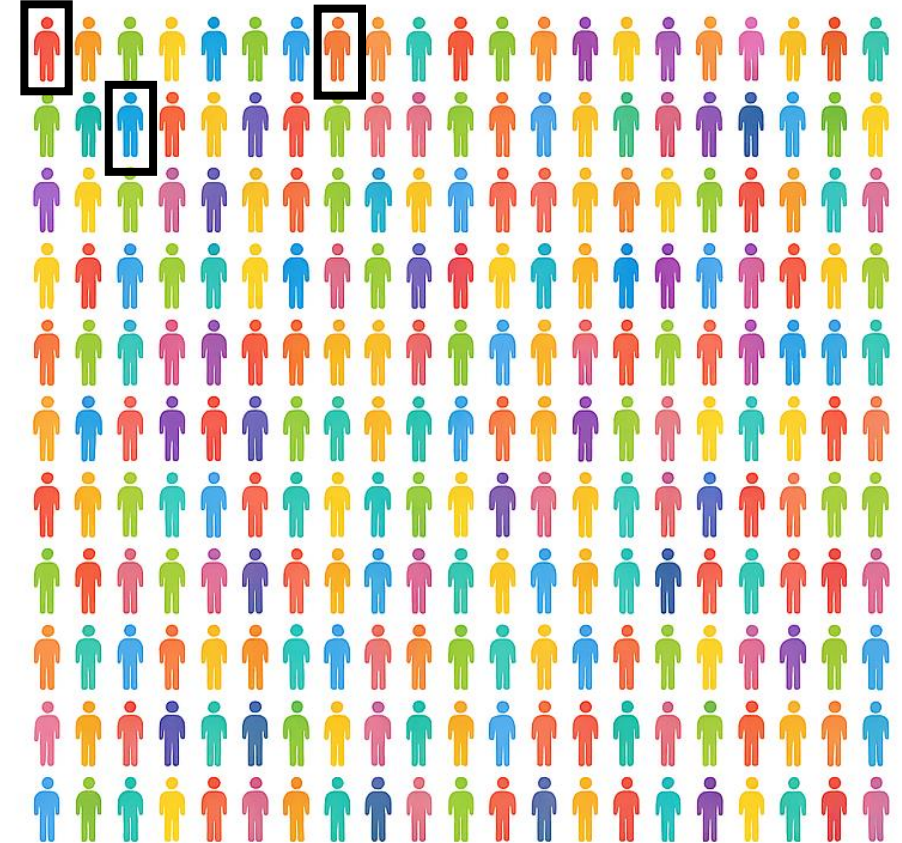
Pub
Delivery



ON TRADE DECISION MAKERS



20 THOUSAND
Managed Outlets



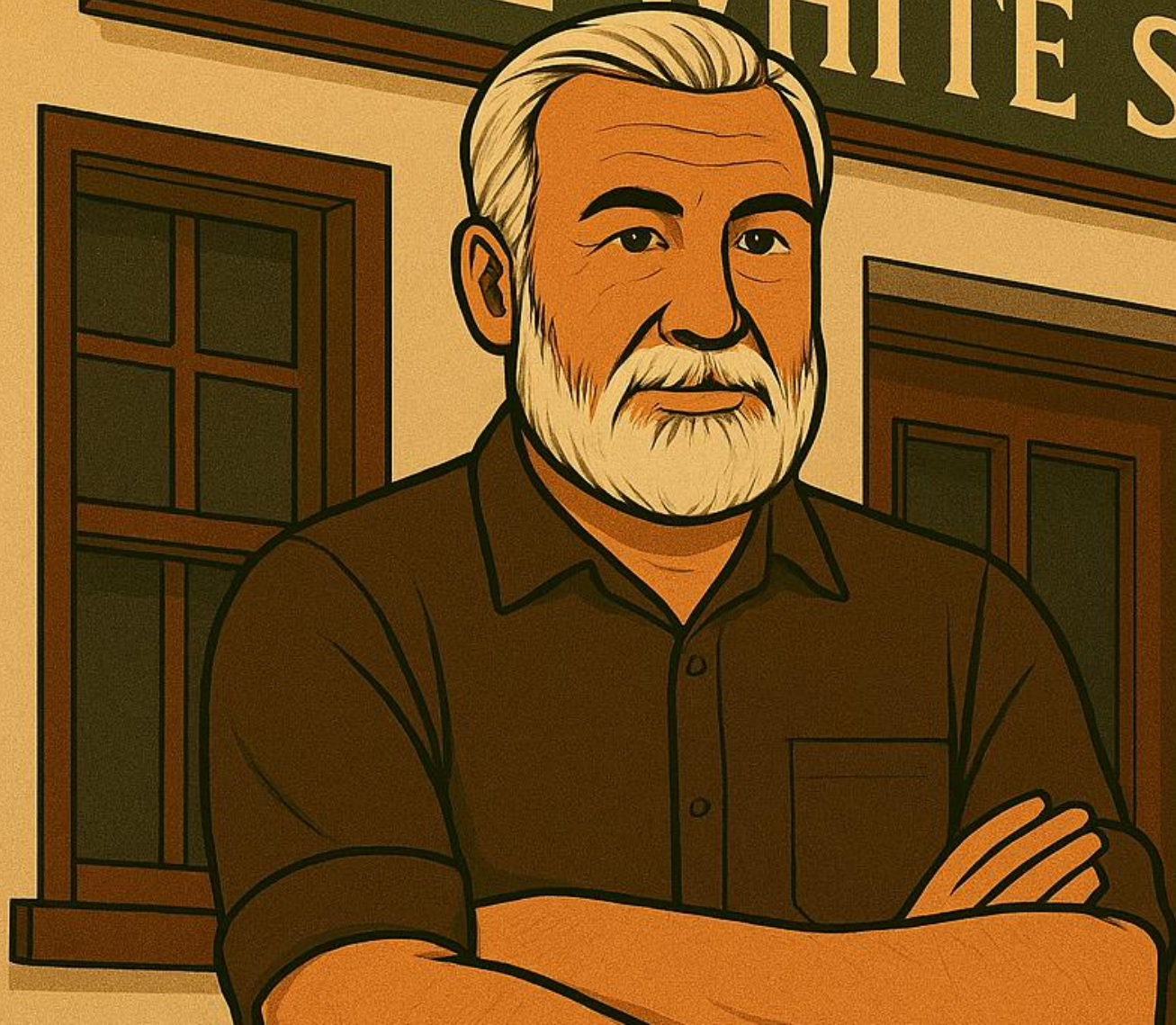
75 THOUSAND
Free to Choose Outlets

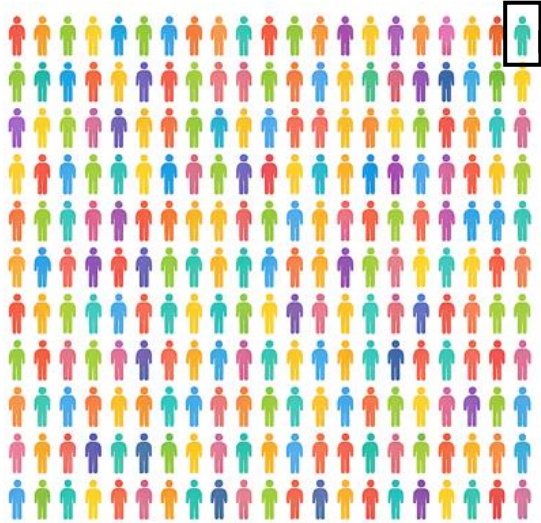
RISK



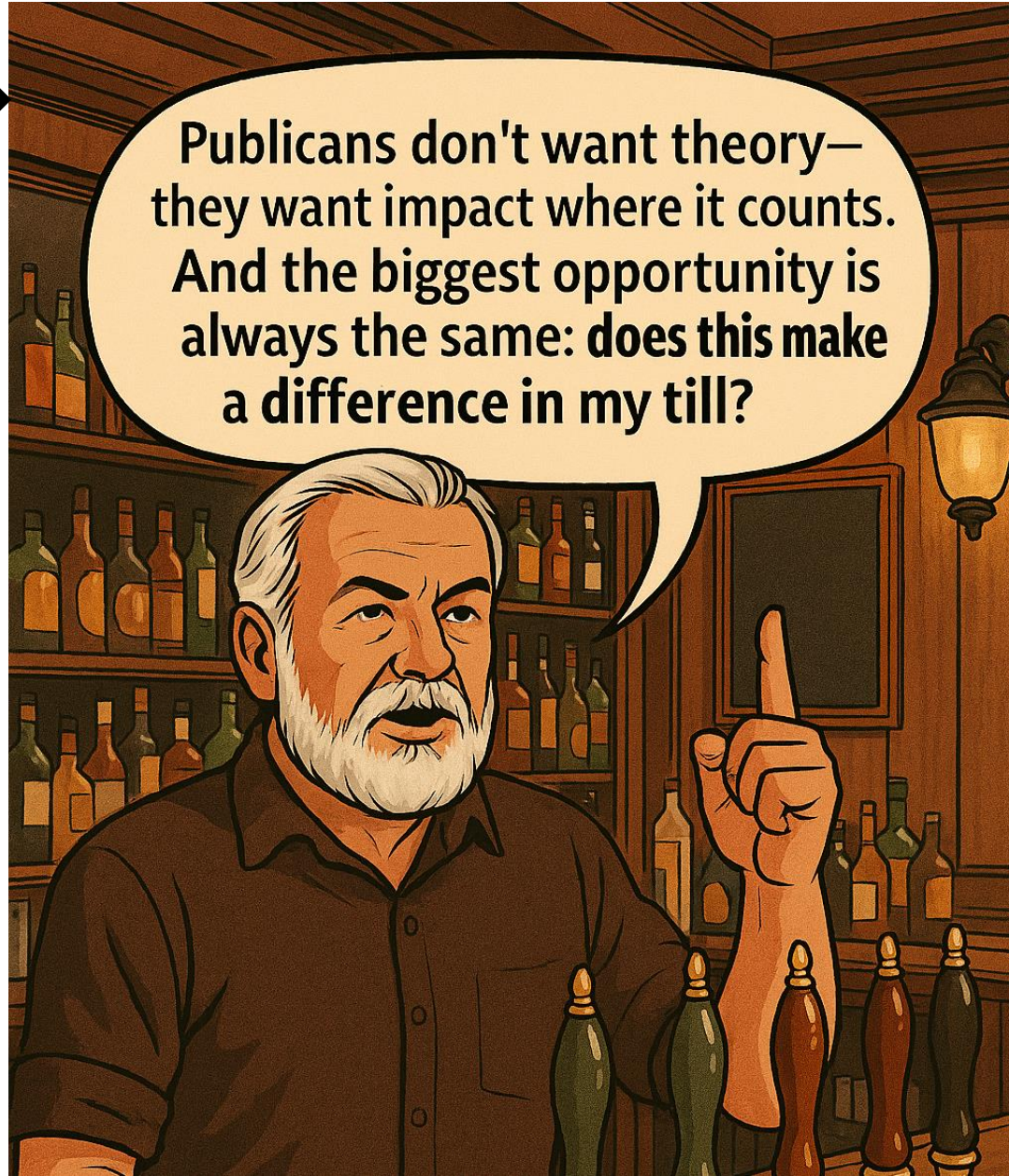
THE WHITE SWAN

THE
WHITE
SWAN





75 THOUSAND
Free to Choose Outlets



Publicans don't want theory—
they want impact where it counts.
And the biggest opportunity is
always the same: **does this make
a difference in my till?**

Data overload
(too much,
too abstract)

**One-size-fits-all
recommendations**

**No
Proof**



**KNOWLEDGE
ABOUT HIS
GUESTS**

**WHAT
WORKS OR
DOESN'T**

**LOCAL
LIMITATIONS**

**BUDGET
REALITY**

**HIS PLANS
FOR THE
FUTURE**

**ADDING
NEW OFFERS**

**WORLD CUP
SOCIAL MEDIA**

**IMPROVING
SERVICE**

**ATTRACTING
NEW CUSTOMERS**

**ADD A
PREMIUM
LAGER**

**PLAN TO
GROW SALES**

Heineken®
**PUB
INSIGHT
PAGE**

**PUB
TRUETT
PAGE**

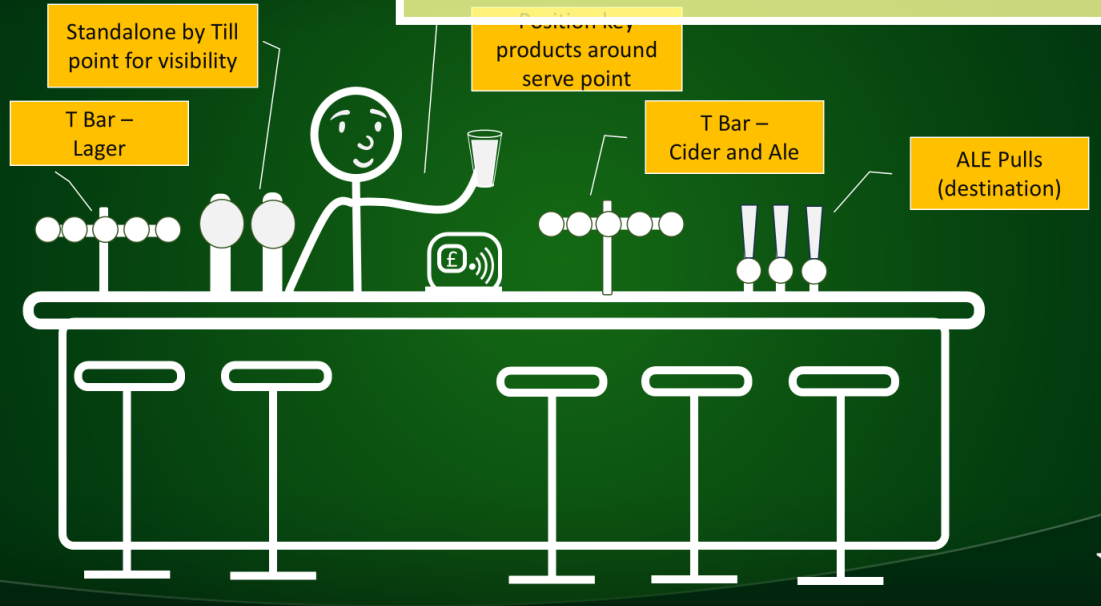




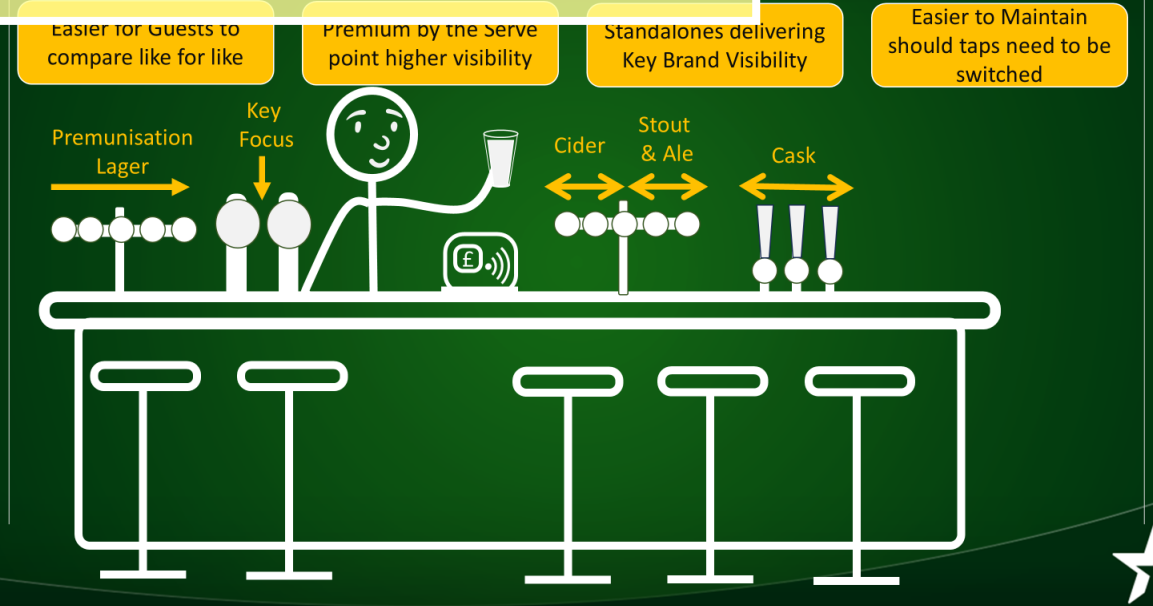


Increase 5% Value IN YOUR TILL

Ideal Merchandising principles



Ideal Merchandising principles





- Pub like Yours
- Real testimony
- Real results

Range refresh
5-10% value UPLIFT
No change to Volume



Dressing an Outlet up
for an event drives
sales by c5%



BEER

Before • Enter • Engage • Return

BEER

Before • Enter • Engage • Return



B

Before - Inform and attract consumers with key information:

E

Enter - Make a great first impression:

E

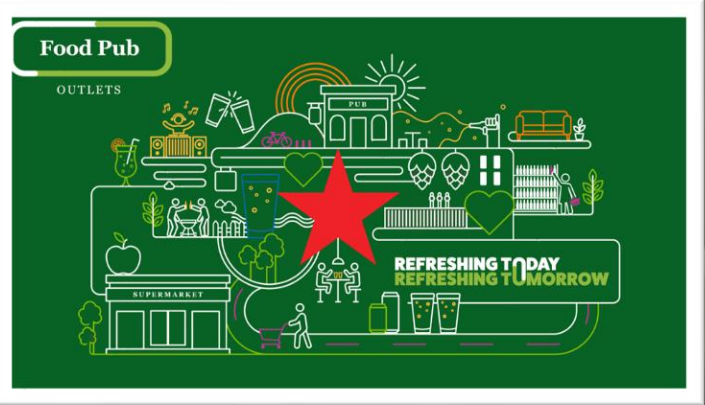
Engage - Maintain interest and satisfaction:

R

Return - Encourage repeat visits:

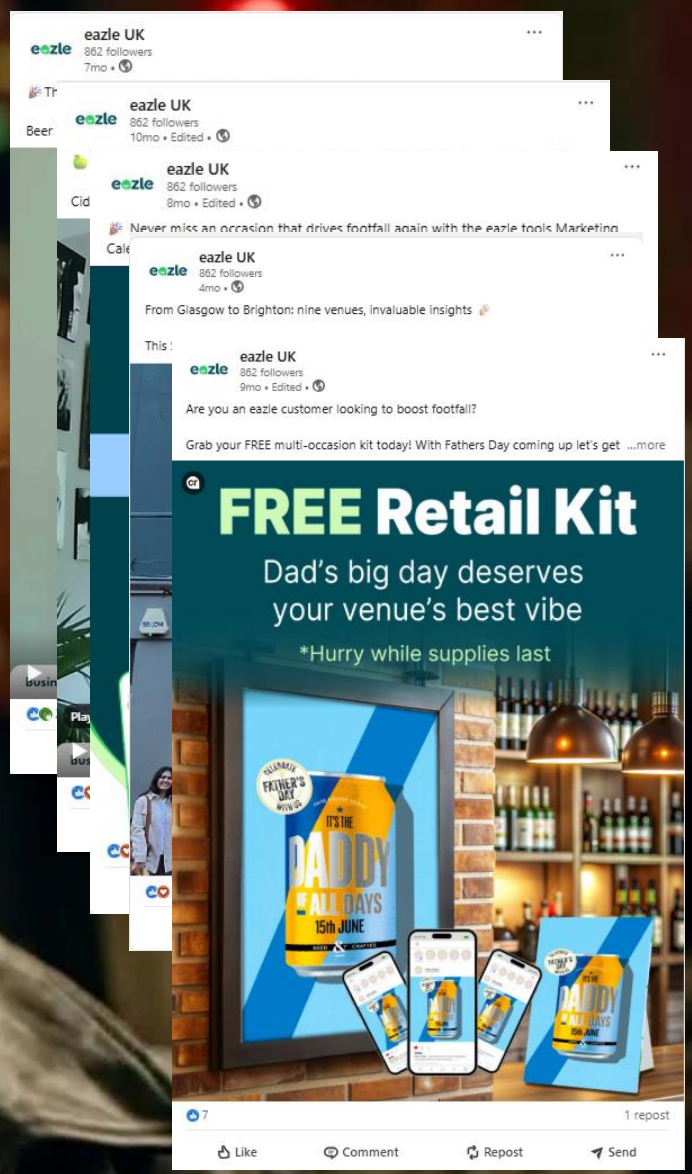


BEER REPORT
**DOUBLING
GROWTH IN THE
BEER MARKET** **20
25**



Heineken[®]

Social networking since 1873.



**Cheers to
whatever
you ordered.**

