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Date
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Subject: COVID19 - HEINEKEN Ireland Direction
Dear Customer,

The long wait is almost over and the unprecedented and challenging period of closure of the On Trade in Ireland will soon come to an end. Although, at the time of writing, there are still some hurdles to overcome in terms of government guidelines, this is a time of optimism for us all. As the first Reopening Phase on the 29th of June approaches, we anticipate the end of one particularly difficult chapter for the On Trade and the beginning of a new one, which will redefine how the hospitality industry engages with its customers, at least in the medium term.

Actions since closure of pubs

Since the announcement by *An Taoiseach* on the 15th of March, HEINEKEN has sought to partner with you, our valued customers. Our support started by agreeing a general extension of credit, then organising the cleaning and temporary decommissioning of draught beer and cider lines, the counting and assessment of all draught stock in trade, and then the uplifting and sustainable treatment of all ullage kegs for crediting to your account. These were tasks of significant scale, but with your co-operation and the dedication of HEINEKEN personnel, I am delighted to announce that these operational processes are now complete in practically every instance, nationwide.

Preparation for re-opening

Like many of you, HEINEKEN has been using this time well to prepare for re-opening. During this time, we opened a new online channel of communication with you to complement our sales and technical workforces. Our Pub Hub, <https://www.heinekenireland.ie/pub-hub>, has been viewed over 20,000 times by publicans and continues to provide up to date news, tips and information regarding all aspects of your business as you prepare for your restart. In addition to those activities mentioned above, we have been watching events keenly in other draught markets around Europe, to learn and be in position to support you as the Irish market opens up again. We have re-engineered our supply chain to ensure availability of the freshest product, both draught and packaged, for all of our brands, and are ready to deliver to your premises week commencing the 22nd of June.

Supporting your business: Discount Scheme

Equally, I am delighted to announce that we have re-designed our HEINEKEN Portfolio Growth Incentive scheme to adapt to your requirements in these changing circumstances. I am especially happy to report that we have amended the scheme to ensure, that despite the closure of business for a number of months, your ability to earn discount will not be diminished and that HEINEKEN's multi-million euro commitment to invest in your business through this difficult year, remains constant, whether your business is small or large. Please contact your HEINEKEN representative for full and exciting details of this scheme.



Driving footfall back to your Pub: Marketing support

It is with great anticipation that I can reveal that HEINEKEN will invest significantly in an ambitious marketing campaign to ensure that as many consumers as possible will visit your pubs and bars in the early days and weeks following reopening. This will be a nationwide initiative and will be supported by a full advertising campaign, including TV, digital and social media, all of which call out the re-opening of the pub. Full details from your HEINEKEN representative. In addition, we will have other support packages for you including glassware, branded materials and digital assets.

To this end and to reflect on what we are seeing as a “New Drinker Journey” for people in the pub, we are excited about a new complimentary digital tool called ‘Swifty’, which we have available to help you re-assure your customers, through offering table bookings, ordering at table, digital menu, and contactless payment. This is a very simple digital tool, easy to download and use. If interested, please connect with your HEINEKEN representative.

Actions before recommencing your business

Whether you are planning to reopen on the 29th of June or the 20th of July (or somewhere in between), you should engage immediately with your HEINEKEN representative to ensure the following is in place, to allow for a smooth re-start:

- Your cold-room and multi-circuit chiller have been restarted and the appropriate number of draught beer and cider lines have been recommissioned.
- Your credit position has been fully addressed following keg uplift and ullage has been credited to your account.
- Your opening order is placed and your delivery day is understood.
- Your Discount Incentive Scheme is understood and up and running.

Finally, we have been continually engaging with Irish consumers throughout the COVID19 period. Our draught beer and cider consumers have told us that they are longing to get back to the familiarity and conviviality of the pub because there is simply no other experience to replicate it. This positivity, we all welcome. HEINEKEN stands ready with you to kick-start your business and to learn together how this new and exciting phase will progress.

Yours sincerely.

A handwritten signature in black ink that reads "Sharon Walsh".

Sharon Walsh,
On Trade Commercial Director,
HEINEKEN Ireland.



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