

Keychain –Fast 5 –Wednesday –February 11, 2026

Heineken 0.0 Gets Fruity

Heineken 0.0 is spicing up its non-alcoholic lineup with Cold Pressed Lime and Nectarine Juniper, delivering bold fruit flavors with 0.0% alcohol and just 64 calories. Designed for bars, BBQs, or beach days, the new flavors close the “flavor gap” in non-alc beers as more consumers embrace balanced, social drinking. The launch marks Heineken’s first venture into flavored non-alcoholic beers and reinforces its leadership in the growing category.



IF IT'S BOLD YOU WANT!

APPEALING TO YOUNGERAND OLDER DEMOGRAPHICS



DOMINANT SHELF PRESENCE





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by Heineken® 0.0

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