



Heineken

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Presentation of Company

- Started in 1864
- The biggest beer brewer in Europe and one of the biggest in the world
- 190 breweries in over 70 countries
- Employs over 85000
- Net Revenue 2021; €26,583,000

In-house lobbyist

- Definition : An In-house Lobbyist is someone working for a partnership or a company whose represents economic interests, an opinion or a group of persons and **influences the persons holding the power. Discreet**, he most often sails with elected officials to **guide the laws in the interest of his clients**.
- It costs **300 000 euros each year** for the company, only for the in-house lobbying.

👥 Number of persons involved in the activities	
Number of persons involved from the organisation expressed in % of working time:	100%: 1 50%: 2
Number of persons involved:	3
Full time equivalent (FTE):	2

- **Lot of meetings with European Commission**

Consultancy Agencies

- FTI Consulting
- Heineken pay FTI an estimated €50,000-€99,999
- FTI spend a further \geq €1,000,000
- 54 Full-time employees
- Heineken rely on FTI to support revenues, reduce costs and to stay on-top of the extremely more complex regulatory environment

Alcopop

- Very strong and targeted marketing to **young people**. The drinks are often packaged in bottles and cans of 25 or 33 cl always cleverly decorated with **flashy colors** making only a very discreet reference to the presence of alcohol in their composition. They are **sweet** and often have **fruit-flavored** to mask the alcohol.
- It's like **sipping a refreshing drink without realizing that it contains alcohol**.
- **Generates controversy**
- 373,37 millions USD in 2021 against billions for the classical market.

Associations

Membership and affiliation

Membership of any associations/(con)federations/networks or other bodies:

- The Brewers of Europe
- The International Brands Association (AIM)
- The World Federation of Advertisers (WFA)
- European
- European Round Table of Industrialists

List of organisations, networks and associations that are the members and/or you are affiliated with:

N/A

Meetings of Heineken

19 meeting with **European Commission** since 2014

- 13 Jan 2021 - Executive Vice-President Frans Timmermans - Roundtable on the Green Deal, organised by the Dutch Sustainable Growth Coalition, with the participation of the Dutch Prime Minister and other Dutch Government Ministers. (**DG European Green Deal**)
- 30 Jan 2019 - Miguel Ceballos Baron - EU trade policy (**DG Trade**)
- 10 Oct 2018 - Cristina Rueda Catry - UTP legislation (**DG Trade**)
- 10 Oct 2018 - Maria Cristina Lobillo Borrero - Long term strategy (**DG Climate & Energy**)
- 27 Mar 2018 - Miguel Ceballos Baron - EU-Mexico Association Agreement negotiations (**DG Trade**)
- 13 Mar 2018 - Commissioner Pierre Moscovici - Discussion on CCCTB (also with representatives from BP and Wolters Kluwer) (**DG Economics & Tax**)
- 13 Mar 2018 - Director-General Stephen Quest - Discussion on CCCTB (also with representatives from BP and Wolters Kluwer) (**DG Taxation and Customs Union**)
- 25 Jan 2018 - Miguel Ceballos Baron - Trade agreement with Mexico (**DG Trade**)

• Heineken Lobbying

In 2016, **Brussels**, where the EU parliament is located, want to put regulation on Alcohol but do not want to regulate beer, because Belgium is Famous for their beer.

Heineken are strongly involved in this case and **spend €700000-€800000 in lobbying efforts to prevent regulation on beer consumption.**





Objective of Lobbying

Opposes warning labels on bottles

Deregulation of Alcohol advertising

Lobbying scientific research investments to counteract the health problem of alcohol consumption

Full Cost of Heineken Lobbying



IN-HOUSE LOBBYING;
€300,000



AGENCIES;
MINIMUM €1,000,000



ASSOCIATIONS;
MINIMUM €1,600,000



GRAND TOTAL;
€2,799,999



Thank You for listening, don't forget to drink something else than Heineken !!!

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