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BRALIRWA Ltd LAUNCHES THE NEW HEINEKEN BOTTLE 65CL

Kigali, September 27st 2012 – Rwanda’s leading brewer – Bralirwa Ltd.– announced today the launch of the new Heineken 65cl bottle. The Heineken 65cl bottle is an addition to the Heineken 33cl (The embossed bottle) already available in Rwanda market since 2011.

The new Heineken bottle is larger in content and addresses the consumer preference for larger bottles in the Rwandan market.

According to the Bralirwa’s Director of Sales and Marketing, Jan van Velzen, the company is excited to introduce the new Heineken 65cl in Rwanda. “The Heineken brand is very much appreciated by the Rwandan beer drinkers and the new 65cl bottle addresses the consumer need for larger bottles sizes” van Velzen said.

Heineken is the most recognized beer in the world and is popular for its unique A-yeast. Heineken has been ranked the number 1 beer due to its premium standard.

There has been growing demand in Rwanda for the larger pack type of the Heineken brand and the new Heineken 65cl exactly meets consumer’s needs.

Heineken sales in Rwanda doubled in the last three years with consumers opting for the premium beer due its premium quality and affordability.

“With its undeniable success in recent years, Heineken has reached a strong reputation as the number 1 international premium brand offered in Rwanda. The new Heineken 65cl in addition to the Heineken 33cl already in the market, demonstrates our commitment to deliver on the expectations of the Rwandan consumers,” van Velzen noted.

The roll out of the new Heineken 65cl starts in Kigali and consumers can enjoy their favorite brand at most bars, restaurants, hotels and supermarkets at a recommended retail price of only Rwf 1,900.

Plans are underway to expand distribution throughout the country.

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Editorial Information:

BRALIRWA Ltd is a Rwandan company producing and selling beers and soft drinks. The Company's beer brand portfolio includes Primus, Mützig, Guinness, Amstel and Turbo King produced in the Gisenyi brewery and Heineken which is imported from Holland. Primus, the Company's largest selling beer brand has been available to consumers since 1959. Since 1974, the Company has been producing and selling soft drink brands under a licensing agreement with The Coca-Cola Company. These include Coca-Cola, Fanta Orange, Fanta Citron, Fanta Fiesta, Sprite, Krest Tonic and the Company's own brand Vital' O.

The Company was founded in 1957 with the construction of a brewery located in Gisenyi. Since 1971, BRALIRWA Ltd is a subsidiary of the Heineken Group, which holds 75% of the shares of BRALIRWA with the remaining 25% listed on the Rwanda Stock Exchange.

As a socially responsible company Bralirwa Ltd supports a variety of projects from Education to Health and Environment.