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# P-O-P TIMES

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## Heineken Rolls Out the Kegs

By Jeffrey Steele

WHITE PLAINS, N.Y. — There's no better symbol of a good party than the old familiar beer keg. And with two new P-O-P displays featuring its new five-liter keg packaging, **Heineken USA** is hoping shoppers make the connection between good times and its beer.

An eight-keg, metal rolling rack unit and a pole topper with a battery-powered rotating Heineken keg are grabbing attention from consumers unaccustomed to seeing kegs in stores, let alone on displays. The new five-liter keg is a fresh new package spiking the beer category this year, so quality displays needed to follow suit.

Each display serves a different purpose. The keg rack offers a replaceable header card that can be changed as promotional programs change, extending the life of the program. The durable unit on wheels was first introduced in mid-April, appearing in convenience stores, service stations, drugstores, supermarkets and independent retailers and is designed to last 18 months. It is made of steel tubing and sheet metal.

The rotating pole topper highlighted the product's packaging and innovation, says Erica Messing, brand manager, and was introduced in early May. It's found in grocery stores and independent distributors and was designed to remain 90 days in stores. It was made of vacuum-formed styrene and an aluminum tube. **Rapid Displays**, Chicago and Union City, Calif., produced 3,300 rolling racks and 2,200 rotating displays.

The P-O-P is being supported by a comprehensive advertising, marketing and public relations plan. "Television will air through the remainder of the summer and into the fall," Messing says. "Complementing the TV advertising will be heavy online presence, including a viral component, national print and out-of-home in major markets."

"The Heineken DraughtKeg is an inherently social package that's perfect for gatherings and parties," she adds.

"The communication on our point-of-sale has been designed to speak to this sociability, while also calling out the innovativeness of this revolutionary package."

In addition, she says the Heineken mini-keg gives beer drinkers the opportunity to enjoy a true premium-quality draught pour, an experience that until now has been limited to bars and restaurants. The innovative technology featured in the five-liter keg ensures the beer inside will stay fresh for 30 days.

Explaining the technology behind the keg, Messing says, "Carbon dioxide

is put in a kind of aerosol. We call this the carbonator, and it's the heart of the system. This product is placed in the five-liter beer keg before it is filled with beer.

"When the consumer is tapping the beer, a regulator on top of the carbonator pushes a pin down on the aerosol. A certain amount of CO<sub>2</sub> is released, just enough to draught the beer. Because we are using the carbon dioxide for propelling and maintaining the pressure inside the keg, we can guarantee the freshness of the beer 30 days after broaching." ■



Displays for the Heineken five-liter keg show off its innovative packaging and can be tailored to different promotions.

