

HEINEKEN opens global R&D Centre in Netherlands

12 June 2025 | News

Research at the Centre focuses on enhancing brewing techniques and developing legendary new beers and beverages that meet evolving consumer trends



Research at the Centre focuses on enhancing brewing techniques and developing legendary new beers and beverages that meet evolving consumer trends

King Willem-Alexander inaugurated the Dr H.P. Heineken Centre, HEINEKEN's new 8,800 m² Global Research and Development Centre in Zoeterwoude, the Netherlands. Located next to the brewery in Zoeterwoude, the ~45 million Centre is a key part of HEINEKEN's global R&D network and the company's growth and innovation strategy. Research at the Centre focuses on enhancing brewing techniques and developing legendary new beers and beverages that meet evolving consumer trends. The significant investment in the new R&D Centre underscores HEINEKEN's status as the pioneering beer company as well as its commitment to continued leadership in the Dutch food technology sector.

As drinking occasions diversify, consumers are embracing new flavours, more natural ingredients, and are increasingly opting for low- and no-alcohol choices. With cutting-edge labs, sensory research facilities, packaging development departments and other resources, the Dr. H.P. Heineken Centre will accelerate product development and brewing advances to meet these changing needs. These innovations can include the next evolution of Heineken 0.0, a new premium lager next to Heineken, or beyond beer options for entirely new serving occasions.

Through this new Centre, HEINEKEN continues to lead in meeting changing consumer needs and beer innovations, ensuring the creation of drinks with legendary brands and experiences for present and future generations.