

HEINEKEN opens new brewery in Brazil

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HEINEKEN announced the opening of a new state-of-the-art brewery in Passos, Minas Gerais, Brazil. A strategic milestone that underscores the company's commitment to further evolve its globally advantaged footprint. The facility represents one of HEINEKEN's largest investments in the region, totalling more than EUR 400 million.

With an initial capacity of up to 5 million hectoliters per year, the plant will serve the growing market for Heineken and Amstel, both 100 per cent pure malt brands, reflecting HEINEKEN's continued investment in the premium beer category and higher-quality offerings. Strategically located in southern Minas Gerais, the brewery enhances the company's supply chain by bringing production closer to key consumer hubs in Brazil's Southeast region.

As HEINEKEN's first Greenfield brewery in Brazil, the facility was designed from the ground up to integrate cutting-edge technology, sustainability, and operational excellence. It incorporates advanced water treatment systems, energy-efficient processes, and inclusive workforce practices – all aligned with HEINEKEN's Brew a Better World ambitions.

The opening of our new brewery in Passos marks an exciting milestone for HEINEKEN. It strengthens our global footprint and showcases our commitment to operational excellence and sustainability. Brazil is one of the most dynamic beer markets in the world, and this investment reflects our confidence in its growth potential and our dedication to delivering premium quality beers to consumers, said Dolf van den Brink, Chairman of the Executive Board and CEO

Brazil is a dynamic and fast-evolving market, and this investment reflects our confidence in its long-term potential. Starting from scratch allowed us to build a facility that truly reflects our values, deliver superior and balanced growth, while future-proofing the company, said Mauricio Giamellaro, Managing Director HEINEKEN Brazil