

HEINEKEN Transforms Singapore Operations for Future Growth

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HEINEKEN announced that Asia Pacific Breweries Singapore (APBS), its wholly owned subsidiary in Singapore, will shift to an import-based supply model supported by HEINEKEN breweries across the region. The move, part of HEINEKEN's EverGreen 2030 strategy, will maintain and deepen Singapore's role as a base for regional commercial operations, logistics, innovation and GenAI-enabled capabilities.

Singapore will remain the global home of Tiger Beer, with the brand's global leadership anchored in Singapore, setting strategy, shaping creativity, and guiding direction and R&D that support the brand worldwide. Singapore will also continue to play a pivotal role within HEINEKEN's Asia Pacific network by driving brand building, commercial excellence and innovation.

Large-scale brewing at the Tuas brewery will be phased down progressively by the end of 2027 to support a more agile regional supply approach. Over time, the Tuas site will be redeveloped to support regional logistics and include a pilot brewery for innovation.

As part of the business model change, HEINEKEN will:

Strengthen regional logistics and customer service coordination from Singapore to support key import markets.

Redevelop the Tuas site to support regional logistics and innovation activities, including a pilot brewery.

Reinforce Tiger Beer's global brand leadership and stewardship from Singapore.

Build on the global GenAI Lab in Singapore to support productivity and decision-making across the world.

To support the import-based supply model, HEINEKEN will reallocate large-scale production to established regional breweries in Malaysia and Vietnam. In Singapore, APBS will focus on regional commercial operations, demand planning, packaging adaptation, export-market services and innovation support.

These changes reinforce HEINEKEN's long-term commitment to Singapore and its intention to maintain and deepen its presence as a strategic base for the region. As part of the company's EverGreen 2030 strategy to deliver growth and long-term value, HEINEKEN will continue building Singapore-based capabilities over time. Tiger Beer, founded and led from Singapore, will also continue to be built and shaped in the country as it grows its presence worldwide.