

# Celebrating International Beer Day

Issued by [Heineken South Africa](#)

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Today, Friday, 2 August 2019, the world celebrates International Beer Day.

Beer fans, brew masters and bartenders from all over the globe will raise a toast to their favourite alcoholic and alcohol-free beverage. In celebration of International Beer Day 2019, Heineken South Africa shares a few interesting facts about beer with you and your audience.



# CELEBRATING INTERNATIONAL BEER DAY!

Along with water, milk, and tea, beer is one of the world's most popular and universally consumed beverages. On International Beer Day, which is celebrated annually on the first Friday of August, beer fans all over the globe raise a toast to their favourite beverage, along with the brew masters who create it and the bartenders who serve it.

In celebration of International Beer Day 2019, here are seven interesting facts about beer and beer brand innovation.

#7

## CHINA'S ANCIENT BEER RECIPE

In May 2016 researchers discovered a 5 000-year-old recipe for beer during an archaeological dig in China, which was used to make beer in rooms in a period between 3400 and 2900 BC using corn millet, Chinese pearl barley, and tubers.

#6

## AN AFRICAN FIRST

'Sin tax' has existed for thousands of years. Egypt is thought to be the first civilisation to tax beer, with Queen Cleopatra enacting the duty on the alcoholic beverage during her reign which ended in 30 BC.

#5

## BEER INDUSTRY INNOVATES

Beer brewers have always innovated their products in order to enter new markets, create new market segments, or simply boost sales. For instance, in 1922 Bavarian Franz Xaver Kugler built a bar at the end of a popular bike trail in Germany. After some 13 000 cyclists rode into town demanding beer, Kugler realised he didn't have nearly enough to satisfy the thirsty German cyclists. Panicking, Kugler improvised by mixing half his inventory of beer with thousands of bottles of clear lemon soda. The 50/50 beer-lemon concoction was an instant hit, and Radler (meaning "cyclist" in German) was born. Unlike Kugler, Amstel® beer is mixed with real lemon juice to create Amstel® Radler.

#4

## 140 YEARS OF GLOBAL GROWTH

HEINEKEN has become the world's most global beer business serving 25 million beers daily. In fact, the company is the world's second largest brewer, boasting a portfolio of more than 300 international local and specialty beverages, with its flagship beer Heineken® being available in 192 countries.

#3

## PROUDLY MADE IN MZANSI

South Africa produces most of beer sold locally. HEINEKEN South Africa brews beer locally at its world-class brewery in Sedibeng in the Midvaal area. Many products including Amstel® and Heineken® are locally produced for sale in the country, as well as exported to markets such as Namibia and Botswana. The Sedibeng brewery is the world's third-largest brewery in terms of Heineken® production.

#2

## LOCAL IS LEKKER

Many beer brands are embracing local sourcing and so is HEINEKEN South Africa. Through HEINEKEN's Barley Emerging Farmers Economic Development project, the company has contracted black farmers in the commercial barley production supply chain. In 2019, the project is aiming to incorporate at least 80 farmers from six provinces.

#1

## CRAVING HEALTHIER OPTIONS

Market research\* from data analytics firm IRI has revealed that like the rest of the world, South Africans are craving healthy options when it comes to their food, beer and spirits. The beer industry has responded with innovative products such as Heineken® 0.0, which is an alcohol-free malt beverage brewed with a unique recipe for a distinct, balanced taste – along with only 69 calories per bottle.

*\*From IRI research report entitled Liquor Industry trends in South Africa: Innovation and premiumisation keeps consumers coming back.*

About HEINEKEN South Africa: HEINEKEN South Africa is a key player in the beer and cider industry in the country, with an impressive portfolio of brands, including Heineken®, Sol, Windhoek, Miller Genuine Draft, Amstel, Strongbow, Soweto Gold, and Tafel. HEINEKEN South Africa is a joint-venture between HEINEKEN N.V. and Namibia Breweries. Visit <http://www.heinekensouthafrica.co.za/>.

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Heineken South Africa is an important player in the South African beer and cider market. We have an exciting portfolio of brands, spearheaded by our global flagship brand Heineken®.

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