

'UNWASTED BEER'

Heineken with Publicis Ireland and Le Pub

“Impressive Covid 'pivot'. Demonstrates real commitment/deep values. Was a creative solution that helped their community of bars, the brand and made the best of a bad situation more generally. Good evidence. Well told story.”

- Campaign Ad Net Zero judge.

Challenge

10% of all global greenhouse emissions come from food and drink waste and lockdown made matters much, much worse.

Brief

Working with Publicis Dublin and Le Pub, the aim was to reduce the millions of pints of beer that had gone out of date during lockdown and were at risk of being poured down the drain, to devastating environmental and financial impact.

Solution

Heineken bought back 333,000 kegs (16.5 million litres of lockdown beer) from bars that had closed across different markets. The Unwasted Beer was transformed into a range of sustainable solutions.

Execution

- The recycled beer served communities globally, being turned into fertiliser, animal feed, biogas (by fermenting expired beer in a digester), heat, water, electricity.

Heineken PRESENTS

WHEN WE COULDN'T SERVE BEER, WE SERVED THE PLANET.

BACKGROUND: With bars being forced to remain shut due to the pandemic, bar owners were facing the prospect of pouring millions of pints of beer down the drain. This would have a devastating impact on the environment.

IDEA: Heineken transformed beer that was going to waste into a new range of sustainable solutions.

EXECUTION: Heineken reversed their entire business model. They bought back 333,000 kegs from bars that had closed across different markets and The Unwasted Beer was transformed into a range of sustainable solutions which were served to communities globally.

THE UNWASTED BEER

ELECTRICITY WATER ANIMAL FEED HEAT FERTILISER BIOGAS

TURNING LOCKDOWN BEER THAT WAS GOING TO WASTE INTO A GLOBAL SUSTAINABLE PROGRAMME.

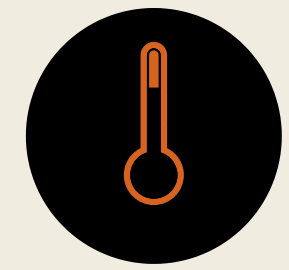
16.5 M LITRES OF BEER REPURPOSED
8 M € RETURNED TO BAR OWNERS
61,687 HOMES HEATED BY GREEN ENERGY

"An innovative move to prevent their stock going down the drain" INDEPENDENT
"For the first time the machine that fills beer kegs destined for pubs has been put in reverse" itvNEWS
"Brewers have decided to take a hit over the great beer throwaway" THE IRISH TIMES

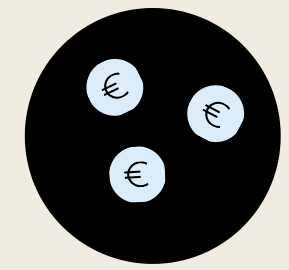
Results



Saved 16.5 million litres of lockdown beer.



Unwasted Beer heated 61,687 homes with green energy daily.



Generated €8 million revenue to bar owners.