

Glasgow 2014 Welcomes Heineken As The Official Games Beer & Cider Provider

Wednesday 30 April, 2014

Glasgow 2014 has today (29 April 2014) appointed HEINEKEN as its Official Beer & Cider Provider for the Commonwealth Games.

The agreement will see HEINEKEN join the Glasgow 2014 sponsor family and provide beer & cider options for sale to spectators at licensed bars within official Games venues. Heineken Beer and Bulmers Cider will be available through licensed bars in competition venues.

The firm's award winning Caledonian Brewery in Edinburgh will produce a special limited edition Commonwealth Games 2014 ale, so that pubs across the UK can share in the celebration and excitement of the Games.

HEINEKEN is a major employer in Scotland with more than 400 staff in Edinburgh and a further 200 at its service centre, First Point, in Livingston. It owns 300 pubs in Scotland, and employs around 2,000 people in total across eight UK sites, including breweries, cider production and offices.

It has a strong record of supporting sport, having undertaken a similar role at the London 2012 Olympic and Paralympic Games along with its longer term links to the UEFA Champions League and the Rugby World Cup.

David Grevemberg, Glasgow 2014 Chief Executive, said:

"As a strong supporter of sport and a company with a strong base in Scotland, we are pleased to bring HEINEKEN on board as our Official Beer & Cider Provider. We will be working with them to encourage spectators to celebrate responsibly while being part of the largest and most exciting multi-sport event in Scotland this summer.

"We want to provide Glasgow 2014 sports fans with a diverse range of food and drink options as part of their overall Games experience."

John Gemmell, HEINEKEN Trading Director for Scotland and North East added:

"We are delighted to be officially associated with the Games and will be working hard to help create a spectator experience second to none. We have been chosen for our significant experience in this area and for our popular brand portfolio.

"For adult Games visitors, the opportunity to enjoy a cold beer or cider while watching world class sport, or with a meal, will add to the quality service offering and choices available at venues. Furthermore, we have a strong record in promoting moderate consumption and will be working with the Games organisers to ensure that Games are a safe, secure and enjoyable experience for all."

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