

Kronenbourg 1664 Unveils New Limited Edition Packaging for Summer

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Kronenbourg 1664 is highlighting its Alsace roots this summer with the launch of new limited edition packaging in a range of formats, set to hit the shelves nationwide in July.

The new design champions the French lager's provenance and the Strisselpalt hops from Alsace that give Kronenbourg 1664 its unique taste, using the tagline 'Vive les hops d'Alsace'. The packaging also highlights the brewing experience behind Kronenbourg 1664, showcasing the brand's heritage and authenticity at the point of purchase.

The release of the new limited edition packaging is part of a wider campaign to increase awareness of Kronenbourg 1664 and to drive purchase during the important summer trading period. It will be supported by a new ATL campaign that conveys the brand's witty and unpretentious personality, as it aims to increase brand affinity amongst the target audience. Details of this will be revealed in the next few weeks.

The limited edition packaging will be seen across 440ml cans, 275ml bottles and all multipacks and will be available to retailers throughout the summer.

Craig Clarkson, Category and Trade Marketing Director – Off Trade at HEINEKEN says: "With the summer season now upon us and some major sporting events on the horizon, now is the time to ensure that Kronenbourg 1664 is front of mind for consumers. We want to remind consumers that Kronenbourg 1664 delivers a superior taste thanks to the hops from Alsace, so we have paid tribute to these with this new limited edition packaging. The design conveys the brand's provenance and authenticity in a modern way which will increase visibility on shelves, driving sales and reinforcing Kronenbourg 1664's superior taste."

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