



HEINEKEN Ireland Sales Ltd.,  
1<sup>st</sup> Floor,  
One Kilmainham Square,  
Inchicore Road,  
Dublin 8.  
DO8 ET1W  
T +353 (0)1 4168800  
F +353 (0)1 4168801

Date  
2 April, 2020

Subject  
COVID 19 – HEINEKEN Ireland Direction

Dear Customer,

Following the communication by *An Taoiseach* of 24<sup>th</sup> of March that pubs should remain closed until 19<sup>th</sup> April, and in addition further restrictions on travel that was announced this past weekend, HEINEKEN would like to update you on our position with regard to some important ongoing challenges, and how we will support you going forward. Paramount in our considerations is the need to follow all guidelines as set out by the Government and the HSE, to listen and respond to your concerns and to ensure the safety of our employees and yours. We will also be fair to and respect the needs of our shareholders, our suppliers and you, our valued customers.

As I stated in our communication of 16<sup>th</sup> of March, we wish to emphasise that we will face this challenge in a spirit of partnership and in the knowledge that this crisis will pass. As the situation unfolds, below are some important updates we wish to communicate. Please rest assured that we are still available to you, should you have any queries, through the normal channels - your HEINEKEN Ireland Sales and Technical Representatives, by telephone on 1850 514455 and by email at [customerservice@heineken.ie](mailto:customerservice@heineken.ie).

**Payment Terms:** We will further extend our payment terms for all direct customers by up to three weeks until the 27<sup>th</sup> April. This is in addition to the 3 weeks we announced in our earlier communication. Over the coming weeks we will discuss your credit balance status with you. We continue to ask that you do not cancel direct debit mandates as this may cause problems once normal business resumes. Any Direct Debit unavoidably taken after the 16<sup>th</sup> of March (date our extension of credit started) has been credited to your account. Please contact your HEINEKEN Ireland representative for details if required.

**Line Cleaning:** Our technical staff have been cleaning and decommissioning all lines as per the normal cleaning cycle. However, we have now postponed this cycle until the lifting of the two week Government travel restrictions. This is to support the Government guidelines and ensure the safety of our employees and yours. If you



have not already been contacted by our Technical Team, rest assured they will be in touch with you by telephone in the coming days and our intention is to re-start the cycle once the travel restrictions are lifted, with social distancing respected fully.

**Quality Assurance:** All delivery vehicles are off the road until the lifting of the current travel restrictions. Once restrictions are lifted, it is our intention to continue to tag broached kegs and empties for uplift and for credit to be applied at that stage. As it currently stands, it is not our intention to uplift un-broached kegs. By way of clarification from my previous correspondence, the shelf-life of un-broached kegs ranges from 3 to 9 months. In the event of any further Government guidelines post April 19<sup>th</sup>, we will update you further. If you are in any doubt about the shelf-life of these kegs or are in need of any technical advice with reference to any dispense related issue, please contact your Technical Representative directly.

**Keg Deliveries:** Until further notice, no keg deliveries will be made to licenced venues. We anticipate this will remain the case until the 20<sup>th</sup> of April and in the event that this changes, we will update you using the three points of contact above.

Again, may I thank you for your forbearance at this difficult time for all. Please rest assured that HEINEKEN will play its part in helping you to overcome these current challenges and we still look forward to a better day when a sense of normality, in whatever guise that is, re- emerges. A link on our HEINEKEN Ireland website [here](#) will give you a concise list of additional support structures available to you. We will endeavour to keep this list as up to date as possible, and hope you find it helpful.

We would also like to use this opportunity to thank all of our customers who have participated in donating their digital screens to support the HSE Covid-19 message. See [here](#) on the HEINEKEN Ireland website for a link to message. If you are interested in donating your screen for the HSE message, please contact your representative.

In the meantime, we hope that you and your loved ones stay safe and well.

Yours sincerely,

A handwritten signature in black ink that reads "Sharon Walsh".

Sharon Walsh,  
On Trade Commercial Director,  
HEINEKEN Ireland.