

Heineken
UK



open your

world

Heineken

About Us

Heineken UK is the UK's leading beer and cider business and an operating company of Heineken N.V. the world's most international brewer.

We were formed in April 2008 when Heineken N.V. acquired the UK business of Scottish & Newcastle PLC and we integrated with Heineken's existing UK business.

Employing around 2,300 people, we are a brewer and cider maker; a wholesaler and distributor of alcoholic drinks; and we manage around 1,300 pubs through our S&N Pub Company business.

We are passionate about our beer & cider brands and the services that we offer to our customers. Whether you are a trade customer or a consumer, we hope you enjoy our unrivalled portfolio of brands including Foster's, Heineken, Strongbow, Kronenbourg 1664, John Smith's and Bulmers together with a full range of niche and speciality brands.

Our Mission, Vision & Values

Our Vision

To be the UK's most admired branded drinks company and Heineken business.

Our Mission

Strong leadership of a healthy and growing profit pool.

Our Values

We have three core values which shape how we do business: Passion for Quality, Respect and Enjoyment of Life.

Passion for Quality

- We are passionate about **making great beer and cider.**
- **Quality is at the heart** of everything we do.
- We achieve great quality by **investing in our people** and **making Heineken UK a great place to work.**

Respect

- We are committed to **promoting responsible alcohol consumption.**
- We embrace **diversity.**
- We aim to be **environmental leaders in our industry.**

Enjoyment of Life

- Our brands are **all about enjoyment.**
- We **sponsor music, sport, art** and other events, as **great ways for people to come together and enjoy themselves.**
- We want **everyone to enjoy working at Heineken UK.**

Heineken
UK

WHERE WE OPERATE

Heineken UK is headquartered in Edinburgh with breweries across the UK and a cider mill in Hereford.

Our site addresses are:

Head Offices

Heineken UK Head Office

Heineken UK Limited
2 – 4 Broadway Park
South Gyle
Edinburgh
EH12 9JZ
Tel: 0131 528 1000

Scottish & Newcastle Pub Company

Head Office
2 – 4 Broadway Park
South Gyle
Edinburgh
EH12 9JZ
Tel: 0131 528 2700

HP Bulmer Ltd Head Office

The Cider Mills
Plough Lane
Hereford
HR4 0LE
Tel: 01432 352 000

Breweries

Caledonian Brewery

42 Slateford Road
Edinburgh
EH11 1PH
Tel: 0131 337 1286

Royal Brewery

Denmark Road
Manchester
M15 6LD
Tel: 0161 226 4371

John Smith's

The Brewery
Tadcaster
North Yorkshire
LS24 9SA
Tel: 01937 832 091

Sales and Customer Services Offices

Heineken UK On Trade Customer Services

First Point
1 Deer Park Road
Livingston
EH54 8AG
Tel: 0845 302 3000

Heineken UK National Sales Office

Ashby House
1 Bridge Street
Staines
Middlesex
TW18 4TP
Tel: 01784 468 246

Regional Offices

Tadcaster

The Brewery
Tadcaster
North Yorkshire
LS24 9SA
Tel: 01937 832 091

Staines

Ashby House
1 Bridge Street
Staines
Middlesex
TW18 4TP
Tel: 01784 466 199

Heineken
UK

OUR HISTORY

A brief look through our
collective history.



1700s



1749

Scottish & Newcastle can trace its roots back to 1749 when a 16 year old youth called William Younger arrives at the port of Leith in Edinburgh to start work as a brewer.

1770

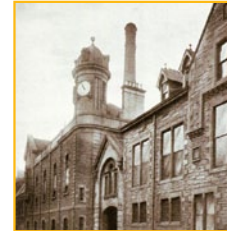
John Barras Brewery is established in Newcastle, the first of the businesses that will eventually combine to form Newcastle Breweries.



1777

William Younger's son Archibald starts a brewery in the grounds of the Abbey of Holyrood House – the first true Younger brewer.

1800s



1856

29 year old William McEwan builds Fountain Brewery in Edinburgh. The first beers are sold in 1857.

1864

The story of Heineken begins when 22 year old businessman Gerard Adriaan Heineken purchases 'The Haystack' brewery in the heart of Amsterdam.

1873

Heineken's Bierbrouwerij Maatschappij N.V. (Heineken Breweries or HBM) is incorporated. Gerard Heineken is appointed President and the name 'Haystack' is replaced by Heineken.



1884

John Barras takes over Tyne Brewery.

1890

Newcastle Breweries is formed by 4 breweries – JJ & WH Allison, John Barras and Carr Bros & Carr, plus wine & spirits merchants Swinburne & Co.



1893

Gerard Adriaan Heineken dies. Under the direction of Gerard Heineken and Wilhelm Feltmann, HBM has grown in its first twenty years from a small company to a large-scale industry.

1900s



1909

Henry Heineken comes of age and takes over the helm of Heineken. He and his team represent a new generation of leaders. With both academic credentials and practical experience, they pioneer a new management style: socially aware and outward looking.

1923

Heineken is one of the first Dutch companies to establish a non-contributory pension fund for employees.

1930

McEwan's and Younger's join forces to form Scottish Brewers Ltd.

1939

Heineken is listed on the stock market.

1942

Alfred Henry Heineken, grandson of the founder Gerard Adriaan Heineken and son of Henry Heineken, officially begins his career with the company.

1960

The merger of Newcastle Breweries and Scottish Brewers takes place. The new group: Scottish & Newcastle breweries, is valued at £50 million.

1960

Scottish & Newcastle acquire the Red Tower Brewery in Manchester. It is put to work, as the Royal Brewery, to brew Harp for a JV of Guinness, Courage, S&N & Bass.



1963

Scottish & Newcastle focuses on the three lead brands, one from each of the founding companies: Newcastle Brown Ale, McEwan's Export and the new brand Younger's Tartan (England)/ Tartan Special (Scotland).

1968

Heineken takes over Amstel Brouwerij N.V. as well as soft drinks producer Vrumona N.V. in Bunnik (the Netherlands), thus securing its share in the Netherlands internal market, which is heavily under threat from foreign competitors.

1987

S&N acquires North West Brewer Matthew Brown, who owns craft brewer Theakston.



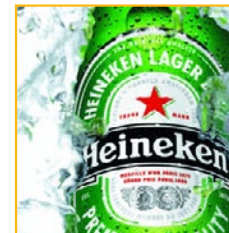
1989

Alfred 'Freddy' Heineken retires from the Board and is appointed Chairman and Delegated Member of the Supervisory Council.

Heineken has become the second largest brewer in the world with the world's most international brand, selling in over 170 countries.

1995

S&N acquires Courage and with it the Berkshire brewery – the UK's largest, to become the UK's biggest brewer. The new Scottish Courage group controls a massive portfolio of brands including: John Smith's, Webster's, Courage, Foster's, Kronenbourg 1664, Holsten Pils, Beck's, Coors, Molson plus McEwan's, Youngers and Newcastle Brown Ale.



2000s



2002

The Heineken Company respectfully marks the death of its leader Alfred 'Freddy' Heineken at the beginning of the year.

2003

Scottish Courage acquires HP Bulmer, the world's largest cider maker, adding Strongbow, Woodpecker and Scrumpy Jack to its portfolio, and full control of Portugal's Sociedade Central de Cervejas.



2004

S&N announces that it intends to close the Fountain Brewery in Edinburgh, and acquire a smaller Edinburgh brewery owned by the Caledonian Brewery.

2005

S & N's Tyne brewing operations are moved to the Northern Club Federation Brewery (NCFB) site following the purchase of the NCFB in July 2004.



2007

Scottish Courage sells Courage to Wells & Youngs of Bedford.

2007

In October 2007, a consortium formed by Heineken & Carlsberg makes an initial bid to take over S&N plc.

2008

In January 2008, after negotiation, the S&N board recommends to their shareholders that they accept the offer of £7.8 billion.

On 28th April, 2008 Scottish & Newcastle plc ceases to trade as a public company.



Heineken
UK

More about...

Scottish & Newcastle Pub Company.





Scottish & Newcastle
Pub Company

S&N PUB COMPANY

Scottish & Newcastle Pub Company is the leased pub division of Heineken UK and operates over 1,300 pubs in partnership with individual business people throughout the UK.

S&N Pub Company (previously known as S&N Pub Enterprises) is recognised as being the leased pub company of choice, with a huge variety of pubs in some of the best possible locations.

We manage pubs on behalf of a number of leading financial partners, all of whom leave it to us to develop the pubs in conjunction with our lessees. Our pubs are supported by capital investment of over £10m each year that sustains and grows our lessees' businesses.

OUR MANAGEMENT TEAM

A brief overview of our
Management Team.



Stefan Orlowski, Managing Director, Heineken UK

Stefan Orlowski was appointed Managing Director of Heineken UK in July 2009 from his previous position as Group Commerce Director for Heineken NV.

Stefan is a qualified barrister and solicitor and began his career in the commercial law firm Arthur Robinson & Hedderwicks in Melbourne, Australia. In 1992 he moved on to work with a private brewery investment group in a variety of management roles including CEO of Warka Breweries Ltd and CEO of Elbrewery

Company Ltd. In 1998 Stefan became Sales, Marketing and Distribution Director for Zywiec, SA, Heineken's Polish operating business, and from 2003 – 2006 was Chief Operating Officer, first of Brau Union AG and subsequently of Heineken Central & Eastern Europe. Stefan then worked for Harbin VB, a private investment firm in Australia before taking on his role as Group Commerce Director, Heineken NV in 2007. Stefan is married with two children.



Ronald den Elzen, Finance Director, Heineken UK

Ronald den Elzen was appointed Finance Director of Heineken UK in September 2008. Prior to this role, he was Integration Manager for Heineken NV and responsible for integrating all Scottish & Newcastle acquired markets into Heineken NV.

From 2004 to 2008 Ronald was On Trade Director of Heineken Netherlands and was responsible for Sales, Warehousing, Distribution and Technical Services to the Dutch on trade market. Before becoming On Trade Director, Ronald was Business Control Manager and supported an Executive Board member of Heineken NV who was responsible for the Southern European markets as well as North, Central and Latin America.

Other previous roles include Finance Manager of Heineken Brouwerijen in The Netherlands, Planning & Control Manager of Off Trade & Marketing and Financial Controller of Packaging for the brewery in Zoeterwoude.

Ronald is 39 and has a MSc in business economics (Drs) from Erasmus University in Rotterdam. He lives with his partner and three children in Edinburgh.



**Lawson Mountstevens,
Sales Managing Director, On Trade, Heineken
UK**

Lawson joined Grand Met Brewing as a graduate trainee in 1990, and has held numerous commercial roles with Scottish Courage, Scottish & Newcastle & now Heineken UK. His most recent roles include Sales Managing Director Courage East, Sales Managing Director National Sales and currently Sales Managing Director, On Trade for Heineken UK. Lawson is married with four daughters.



**Martin Porter,
Sales Managing Director, Off Trade,
Heineken UK**

Martin Porter was appointed Sales Managing Director, Off Trade of Heineken UK in April 2010. Prior to his role at Heineken UK, Martin spent 16 years working for Mars UK Petcare, latterly as Sales Director and previous roles within the company included Trading Director (Grocery and Pet Specialist), Director of Sales Operations, Trading Director (Pet/Food), Independent/Coop Sectors, National Account Controller and

National Account Manager (Pet). Other previous roles before joining Mars UK Petcare include Buying Controller for Nisa Holdings Ltd and Senior Buyer for Safeway Plc.



**Paul Hoffman,
UK Supply Chain Director, Heineken UK**

Paul Hoffman joined Courage Ltd as a graduate trainee in 1980. Courage Ltd was subsequently taken over by Scottish & Newcastle in 1995. He has worked in a wide variety of senior management positions in Logistics, Sales and Manufacturing. He has spent time as Business Unit Director in South West England and in London where he was the front line senior management contact with trade customers in the geography.

Most recently from 2004 to 2006 he was the Distribution Director of S&NUK culminating in the successful creation of the Kuehne and Nagel joint venture.

Since 2006 he has been the UK Supply Chain Director, responsible for Brewing Operations, Distribution, Planning, Procurement and Technical Services.



**Robin Pring,
Human Resources Director, Heineken UK**

Robin Pring was appointed HR Director of Heineken UK in January 2010. Robin has spent over 20 years in the HR industry with leading global companies, a large part of which she has spent in operational HR roles with an international remit. Prior to her role at Heineken UK, Robin worked for British Telecom in London, from 2005 – 2008 as Head of HR, BT Health and Major Programmes, and from 2008 -2010 as Vice President HR, Delivery & Service Operations. Other previous

roles include Human Resources Director, Europe for Yahoo! Inc, Human Resources Director, Europe, Middle East and Africa for Baan Company, Senior Vice President, World-Wide Human Resources for CODA Group plc, Personnel Manager for Tesco and Senior Personnel Officer for IBM UK Laboratories Ltd.

Heineken
UK

Heineken UK

2-4 Broadway Park,
South Gyle Broadway,
Edinburgh EH12 9JZ
Tel: +44 (0) 131 528 1000