

# Heineken bar extends Dutch Sense of Place in new KLM Crown Lounge

**NETHERLANDS.** Heineken's new bar at national carrier KLM's [recently-opened](#) 6,800sq m non-Schengen Crown Lounge at Amsterdam Airport Schiphol is part of a Dutch-themed hospitality offer that will serve over one million passengers in its first year.



Heineken is the exclusive provider of beers and ciders in KLM's new Crown Lounge

Dutch brewer Heineken has partnered with KLM to create a new level of bar experience in what is now the largest airline lounge in Europe. Heineken is the exclusive provider of beers and ciders in the space which welcomes a diverse array of travellers from KLM and its Sky Team Alliance partners, including Delta Airlines, Air France, China Eastern and Korean Air.

Prominently located in the main 'City' area of the Crown lounge, the Heineken bar – officially opened on 28 November – is the first of its kind at an airport and features the flagship brand and its no-alcohol variant, Heineken 0.0. Customers can relax in seating areas surrounded by artworks from the Netherlands' most famous painters including Rembrandt and Piet Mondrian.



Dutch artworks from some of the Netherlands' most famous painters surround the bar

Additionally, on the upper level at the Sky Bar, a wider selection of beers and ciders from the Heineken global portfolio is available, including regional brands such as Singapore's Tiger Beer, Dos Equis from Mexico, Affligem, Strongbow and Lagunitas from the USA.

### **Engaging target consumers with sponsorship platforms**

The Crown Lounge also allows Heineken to engage consumers with some of its sponsorship platforms, including the upcoming [Formula 1 Dutch Grand Prix](#) in May 2020 and the UEFA Euro 2020 football tournament later that summer.



The Heineken bar has a large and prominent space in the Crown Lounge (above) with strong branding (below)



