Heineken Creates a 31-Pack of Non-Alcoholic Beer for Dry January



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January tends to be a popular month for people to swear off alcohol, and Heineken wants to give consumers a booze-free alternative.

The beer brand has created the January Dry Pack, a case of 31 cans of Heineken 0.0, the brand's non-alcoholic beer.

Heineken partnered with integrated creative agency Fast Horse to create the limited-edition packs, which are available for free on a custom website beginning Dec. 27 at 10 a.m. ET. The number of packs are limited and only available in select markets.

"With Heineken 0.0, we're able to bring Dry January to life in a fun, playful way as we provide a beer solution to fulfill New Year's resolutions," said Ashleigh Phelps, brand manager at Heineken, in a statement. "The box itself acts as a

calendar, with one Heineken 0.0 that fans can look forward to each day. We're helping sober-curious consumers explore alcohol-free options in a way that feels positive and rewarding."

Heineken initially debuted its nonalcoholic beer in Europe in 2017, before launching the product in the U.S. in January.

The brand previously worked with Fast Horse this year to promote Heineken 0.0 in digital ads such as "Bring Your Beer to Work Day" with The Office stars Angela Kinsey and Brian Baumgartner, and "The Perfect Serve" with tennis stars Andy Roddick and Lindsay Davenport for the U.S. Open.

More beverage brands are starting to introduce zero- or low-alcohol products, as the trend of booze-free bars and millennials opting for sober lifestyles continues to grow. In St. Louis, all of the craft beers created by recently launched WellBeing Brewing Company are entirely alcohol-free.

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