

Heineken Global Duty Free hosts appreciation night for cruise customers



The event offered guests a chance to taste Heineken's range of Cuban-inspired craft beers

[Heineken](#) Global Duty Free welcomed over 150 guests from its cruise customers to an appreciation night in Miami, held at Heineken's newest joint venture brewery, Cervecería La Tropical.

According to the company, "The event was an opportunity for guests to enjoy a taste of Heineken

Silver, the latest innovation from the Heineken portfolio launching soon in the US cruise market. Heineken Silver is a new, extra-refreshing lager brewed to 4% ABV, crafted using an ice-cold brewing process at -1°C to create a crisp flavor and subtle finish. It is carefully balanced to provide a lighter drinking profile making it the ideal on-board drink."

With live music from Machaka, a Cuban Funk and Fusion Band, and a Caribbean-inspired menu of tapas, the event hosted guests attending from all major cruise lines. A tour of the brewery included the chance to discover and taste the range of Cuban-inspired craft beers including Tropi Crystal, originally brewed in 1928 by Cerveceria La Tropical in Havana and launched again in March 2023.

Christian Klimpke, Global Account Manager Cruises, Heineken Global Duty Free said, "It's important for us at Heineken to show our appreciation to our customers and partners, especially as we celebrate the return of cruise after the challenge of recent years. We had a fantastic evening in the lush surroundings of Cerveceria La Tropical, introducing Heineken Silver and catching up with our industry friends. We look forward to many more celebrations together."