
Heineken can celebrates KLM 100th anniversary

By **Rick Lundstrom** on July, 5 2019 | Catering



The commemorative Heineken has been flying on KLM since June 29

[Heineken Company](#) has launched an exclusive limited edition inflight can (25cl) celebrating the 100th anniversary of [KLM Royal Dutch Airlines](#).

The can's feature a graphic of the global route map showing KLM's connections across the world with₁

Amsterdam. The Heineken® red star – a symbol of quality and consistency around the world - is centered on the can.

“As a 155-year old Dutch brand we are delighted to launch this striking limited edition centenary can in tribute to KLM to celebrate the powerful partnership we share,” said Veroniek van Duren-Meijer, Senior Brand Manager Heineken® Global Duty Free. “These two iconic brands, born in Amsterdam, have combined their strengths to create memorable moments for travelers on KLM flights in this exceptional year for the flag carrier of the Netherlands.”

The special edition can, available until the end of 2019, was launched on-board KLM on June 29, exactly 100 days before the airline’s centenary on October 7.

In March 2019, Heineken Global Duty Free was awarded a five-year contract extension with KLM and Air France with Heineken® as the exclusive premium beer offering on-board all flights, including a new dedicated Heineken-branded bar in the KLM Crown Lounge (non-Schengen) at [Amsterdam Schiphol Airport](#).