

# Alcohol reimagined with Heineken's Pure Piraña

This is a special feature from *PAX International's* [December IFSA EXPO Long Beach 2021](#) digital edition, [page 26](#).



The Red Berries flavor

With airlines bringing food & beverage service back in full swing after a long-awaited period, [Heineken](#) is poised to join the hard seltzer category with a new offering.

The company will launch its global hard seltzer brand Pure Piraña into the duty free cruise and airline markets in 2022. This follows domestic market launches in Mexico and New Zealand last year, and the gradual rollout in Austria, Ireland, Netherlands, Portugal and Spain, with other markets, such as the UK, joining the hard seltzer trend throughout this year and into next.

"Pure Piraña is alcohol reimagined," Niek Vonk, Heineken Commercial Manager Global Duty Free, tells *PAX International* in November. "Just like its namesake, Pure Piraña is a social animal with a zest for life - which makes it perfect for a modern generation of consumers who swim against the current in their endeavor for change."

Pure represents the simplicity of hard seltzer, crafted with carbonated purified water and natural flavorings, and 4.5 percent alcohol. It has 92 calories per 330 milliliters.

"The hard seltzer category is growing and Heineken has big ambitions for Pure Piraña as part of our 'beyond beer' diversification strategy that caters to different consumer needs and drinking occasions. We are confident that this presents a growth opportunity for our customers in cruise and inflight," Vonk says.

In Europe, the “fruity-but-not-sweet” alcoholic alternative is available in three flavors: Lemon Lime, Red Berries and Grapefruit.