

Heineken to launch Pure Piraña seltzer brand with cruise and airlines



Heineken said it has big ambitions for Pure Piraña as part of its "beyond beer" diversification strategy

[Heineken](#) 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 through out this year and into next.

According to the Heineken press release, "Pure Piraña is alcohol re-imagined."

Pure represents the simplicity of hard seltzer, crafted with carbonated purified water and natural flavorings, and 4.5 percent alcohol.

"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," reads the [release](#).

"Following the successful launch of Pure Piraña in domestic markets over the last year, we are now excited to be introducing the brand to our cruise and airline customers. Pure Piraña is a refreshing and tasteful sparkling water with alcohol, with 92 calories per 330 milliliters," said Heineken Commercial Manager Global Duty Free Niek Vonk. "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."

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