

Heineken launches Strongbow Apple Cider in SA

Heineken is launching Strongbow Apple Cider in South Africa this month, offering more variety and choice, including Gold Apple, Original Dry and Red Berries.



Gold Apple taste is sweet and golden, with a crisp kick, a hint of green apple and a long, bittersweet finish. Red Berries tastes of hard cider with strawberry and elderberry flavours, a hint of lemon notes and an apple finish. The Original Dry delivers a crisp, uplifting and bittersweet finish.

“South Africa is thirsty for a cider made from orchard apples, complimented by a natural, unforgettable taste profile,” says Marcel Swain, marketing manager for new brands, Heineken SA. “All of this is backed up by more than 125 years’ experience in cider making.

“Urban South Africans thrive on the pace and the buzz of big city life, which at times can become intense if not mixed with moments of pure relaxation and self-reflection. That’s where our Strongbow range comes in to play.”

For more information, go to www.strongbow.com.