

# HO.0

SAME OR DIFFERENT TASTE?

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# EXPERIMENT

**Why is Heineken® 0.0 working best with Heineken® Original drinkers?**

- Please start with drinking a **H0.0**
- Notice that with every sip, the **worty note is disappearing...**
  
- Please finish the **H0.0**

# H0.0

**H0.0 is a vacuum distilled beer, then flavoured to reach the right ester levels**

- Heineken<sup>®</sup> Original is a yeast forward beer
- Yeast derived esters are the differentiating flavour compounds
- Based on 15 years of research, we know which esters are crucial for the Heineken<sup>®</sup> flavour
- H0.0 is launched in ....markets

# SAME OR DIFFERENT

## Same: Know your beer!

- Main flavour derived from cereals, hop or yeast?
  - Cereals: Cold Contact
  - Hop:
    - Cold contact, if other cereals than barley are used
    - Alcohol removal and dry-hopping/flavouring, if only barley is used
  - Yeast: Alcohol removal and flavouring

## Different: Explore!

- Carbonated Wort
- Cold Contact
- Pichia
- Maltose/Maltotriose transporter deficient yeast

# MINDFUCK

## Tasting with a reference in mind!

- You taste to detect flavour integrity, based on a reference in your mind
  - **Your mind corrects small difference to the reference and adapts the reference**
  - **Large differences get intensified!**
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- After a H0.0, Heineken<sup>®</sup> Original tastes like it had a shot of wodka added!