



HEINEKEN Ireland Sales Ltd.,
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26 January, 2026

HEINEKEN Ireland Price Increase Notification

Dear Customer,

I am writing to inform you of a price increase on HEINEKEN Ireland's draught products.

Our business continues to face cost increases, and while we are committed to finding and acting on ways to reduce those costs, we unfortunately need to amend our pricing.

As strong supporters of the On-Trade market we will continue to invest in a range of supports that meet customer and consumer needs.

A blended 3.1% increase will take effect from 16th February, 2026 across our draught product range. Any deliveries made on or after this date will be charged at the new prices. Details per keg can be found in the accompanying price list.

As an independent business, the price at which you choose to resell our products to customers is entirely at your discretion.

Should you require any further clarification please contact your HEINEKEN Ireland representative or Customer Service at 0818 514455 or via our online platform, eazle.

Thank you for your continued support.

Yours sincerely,

A handwritten signature in black ink, appearing to be "Jason Cox", with a long horizontal line extending to the right.

Jason Cox

On Trade Commercial Director



Draught Price List Effective 16th February 2026

Product	Litres	Current List Price exclusive of VAT	New List Price exclusive of VAT
Heineken®	50	€196.14	€202.30
Heineken®	30	€117.70	€121.39
Heineken®	20	€86.02	€88.60
Heineken® 0.0	20	€59.72	€62.18
Heineken® 0.0 Blade Keg	8	€22.35	€23.33
Coors	50	€196.14	€202.30
Coors	30	€117.70	€121.39
Tiger	30	€125.30	€128.93
Tiger Blade Keg	8	€39.11	€40.24
Birra Moretti	20	€88.78	€91.26
Birra Moretti	30	€133.15	€136.88
Birra Moretti Sale Di Mare	30	€136.58	€140.40
Birra Moretti Blade Keg	8	€39.05	€40.14
Murphy's Irish Stout	50	€186.38	€192.44
Murphy's Irish Stout	30	€112.34	€115.99
Murphy's Irish Stout	20	€81.56	€84.09
Murphy's Irish Red	30	€114.68	€118.41
Lagunitas IPA	30	€144.14	€147.89
Beavertown Neck Oil	30	€143.00	€146.72
Madri Excepcional	30	€127.94	€131.65
Carling	50	€153.75	€159.90
Blue Moon	20	€95.23	€97.70
Cobra	30	€118.99	€122.69
Orchard Thieves Cider	30	€116.75	€120.37
Orchard Thieves Cider	50	€194.58	€200.61
Orchard Thieves Wild	30	€116.75	€120.37
Foster's	50	€193.43	€199.42
Beamish Irish Stout	50	€171.62	€177.20
Beamish Irish Stout	30	€102.99	€106.34

This list cancels all others and is subject to alterations or withdrawal without notice.