

WHEN YOU DRIVE



NEVER DRINK

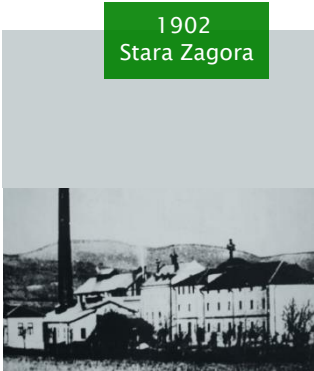
ETSC
SMART CONFERENCE
Bulgaria, July 4th



WE ARE ZAGORKA



BREWING THE BEERS
BULGARIANS LOVE



1902
Stara Zagora



Since 1994 we are part
of HEINEKEN



People are at the heart
of our company.

While our many local,
regional and global
brands make our portfolio
diverse and unique.



We stand by our values:
passion for quality,
enjoyment of life,
respect for people and for
the planet.
We always advocae for
responsible consumption.
We are committed to
our communities and
strive to consistently
improve the impact we
make on the planet.

We are brand builders.
The Heineken® brand
defines and unites us



WE ARE ALIGNED WITH GLOBAL SUSTAINABLE DEVELOPMENT GOALS

BREWING A BETTER WORLD



RESPONSIBLE COSUMPTION INSPIRED BY ONE OF THE AMBASSADORS IN SAFETY SIR JACKIE STEWART



Heineken® and Formula 1® united worldwide in the campaign When you drive never drink



ORGANIZING CONSUMER EVENTS AND TRAININGS WITH CARE FOR THE RESPONSIBLE BEHAVIOR ON THE ROAD



КОГАТО ШОФИРАТЕ, НИКОГА НЕ ПИЙТЕ!
 Заповед: Абсолютно БЕЗОПАСНИ АВТОМОБИЛИ. Лично за подготвяване на „Биверфест“

- Начало от 20:30 до 00:00 часа
- На място: 2000 души, общо 4000 души, 1000 души
- Планиране на всички критични маршрути на терена

БЕВЕРФЕСТЪТ
 БИВЕР, ЗАГОРКА



Be sober and free from drugs. Phone hands free only. Wear your seatbelt and helmet. Drive at the allowed speed.

I ALWAYS WORK SAFE

SAFE

HEINEKEN
 Life Saving Rules

PUT SAFETY FIRST!



Telematics - Improve road safety

RESPONSIBLE CONSUMPTION HAS ALTERNATIVE WITH

ZERO zone



CREATING SUSTAINABLE PARTNERSHIPS FOCUSSED ON RESPONSIBLE CONSUMPTION



Union of Bulgarian Automobilists
“Days of free services”



You will find us everywhere




PART OF THE HEINEKEN COMPANY

THANK YOU

FOR NOT DRINKING ALCO BEER WHEN
DRIVING

