



**PRESS RELEASE**

## **VBAT REBRANDS MEXICAN BREWERY FOLLOWING HEINEKEN TAKE-OVER**

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**29 November 2010, Amsterdam** – VBAT, the Amsterdam-based award-winning brand development agency, is today unveiling the new brand identity for Mexican brewery, Cuauhtémoc Moctezuma based in Monterrey. The change in direction follows Heineken's take-over of the Mexican brewery earlier this year and marks the company's 120-year anniversary.

Cuauhtémoc Moctezuma approached VBAT triggered by their international reputation for successfully transforming the face of other Heineken global beer brands, such as Amstel International and Cristal in Chile.

Although Cuauhtémoc Moctezuma has been incorporated into Heineken's operations, the Mexican brewery will retain its name, maintaining the connection with its rich heritage. Cuauhtémoc Moctezuma has a long history, with the northern Cervecería Cuauhtémoc, founded in 1891, and the southern Cervecería Moctezuma, founded in 1894, which merged into the present company in 1985. This merger saw the beginning of a new era in the Mexican brewing industry and the company continues to produce some of the most iconic Mexican beer brands, including Sol and Tecate.

VBAT was tasked with creating a new identity for Cuauhtémoc Moctezuma representing the company's past, while adding Heineken's global appeal. The new logo continues to link the brand with the two Emperors – Moctezuma, famed for his openness, and Cuauhtémoc, for his brave spirit - while its contemporary expression positions the company as an icon of modern-day Mexico. The new colours, red and green, are strong and bold. Red has long been associated with the company and green represents its new relationship with Heineken.

Michiel Herkemij, CEO Cuauhtémoc Moctezuma, says:

"We chose to work with VBAT based on their ability with other brands, specifically in our sector. They provide fantastic overall service, from client understanding and orientation to final design. I see them as masters of creativity. I am impressed with the VBAT team's skills of transforming ideas and values into images. VBAT has proved to be highly sensitive to national and cultural insights, and expert at integrating this with our redefined, international strategy".

Eugene Bay, Chairman and Brand Director for VBAT, continues:

“To be approached by Heineken and tasked with designing the new identity for one of Mexico’s main breweries is a true honour. After working closely with the client’s team we learned to understand the company’s culture, its history, its reputation and its future goals. After exploring various conceptual territories we found out that keeping the two Emperors best reflected the core of the company’s character. We kept the original subject matter but made it more dynamic, more contemporary and delivered quality in the execution.”

## **About VBAT**

Established in 1984, VBAT is an award-winning brand development agency specialised in brand consultancy, concept and design. With a broad spectrum of disciplines, including corporate, retail, interactive and packaging design, the agency deploys creativity as a business driver to create the visual brand expression of clients including Heineken International, Amstel, Friesland Campina, ING, Achmea, Nuon and Gamma. With a team of 60+ experts, VBAT delivers creative solutions for both national and international brands. The company, based in Amsterdam, is part of WPP, the world’s biggest marketing communication network.

**[www.vbat.com](http://www.vbat.com)**

## **CONTACT**

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For information please contact Sarah Taylor, FinchFactor, +31 (0)622 518 863, [sarah@finchfactor.com](mailto:sarah@finchfactor.com)