

VISIT GUIDE 2026

the Heineken Experience

Amsterdam · From 24.95€

https://heinekenexperience.visit-tickets.com/en/ · Skip-the-line tickets & rates



History & experience

ORIGIN & HISTORY

From historic brewery to museum

GOOGLE 4.2 ★★★★☆ 15 261 reviews

TIQETS 4.6 ★★★★★ 4 139 reviews

In **1867**, Gerard Adriaan Heineken purchased an old brewery in Amsterdam to launch his own production. This building, located on the Stadhouderskade, quickly became the beating heart of the family brewing empire. The 19th-century architecture, with its brick facades and neo-Gothic details, then housed the first vats that would give birth to the world's most famous beer. It is here that the brand's visual identity was born, notably the red star that has become a universal symbol.

For over a century, this site was the industrial engine of the city, producing millions of liters annually. Workers labored under demanding conditions, but technical innovation was constant. In **1988**, faced with explosive global demand, production was transferred to a more modern site on the outskirts. The decision to transform the historic factory into an immersive museum allowed for the preservation of this unique industrial heritage, avoiding its demolition or mundane conversion.

Today, the Heineken Experience is not just a tourist attraction; it is a living testament to the economic history of the Netherlands. The tour faithfully retraces the stages of brewing, from grains to bottle, thanks to carefully crafted reconstructions. Visitors discover how the brand managed to internationalize while maintaining its Amsterdammish roots. This successful transformation has turned the former workshop into a temple of brewing culture.

The attraction received a **Thea Award**, a prestigious distinction that rewards its excellence in themed entertainment. This award highlights the cultural impact of the site and its ability to captivate visitors from around the world. For a craft beer enthusiast, it offers a fascinating dive into the manufacturing secrets that built the reputation of this century-old house, far from purely commercial clichés.

THE EXPERIENCE

The moment you cross the threshold of Stadhouderskade, the atmosphere changes dramatically. The dim lighting highlights the noble materials: the **copper** of the old boilers gleams under the spotlights, while the stone floor evokes the era when barrels were constantly rolling. The air subtly carries the scent of hops and malt, creating an immediate sensory immersion that prepares your taste buds for the final tasting.

The tour is designed as an interactive exploration, where each room tells a facet of the history. You are not a mere spectator, but an active participant. Multimedia games and practical demonstrations make learning fun and accessible. The atmosphere is convivial, conducive to exchanges between visitors, whether they are beer enthusiasts or simple curious onlookers coming to discover the soul of Amsterdam through this iconic beverage.



PREPARE YOUR VISIT

Practical information

ADDRESS

City Center · Metro: De Pijp (L52, Prinsengracht exit) or Muziekgebouw (L52, 5 min walk).

OPENING HOURS

Open 7 days a week. Hours vary by season and school holidays. Please check the official website before visiting.

FARES

Free child admission based on age (check variants). {promo}.

VISIT DURATION

Allow 1h30 to 2h for a complete visit. The tour is at your own pace, but budget this time to appreciate the copper vats and the final tasting without rushing.

PHOTOS

Photography is allowed throughout the visit, including on the rooftop. Flash is generally tolerated in common areas, but avoid it during technical demonstration

AUDIENCE

Experience reserved for adults. Unaccompanied minors are not admitted, and tastings are strictly limited to persons aged 18 and over. Ideal for couples or group

HOW TO GET THERE

Access & transport

Metro / Tram

: Weteringcircuit — 2 min à pied

Centraal Station (12 min) · North Station (19 min)

Bus

: Ferdinand Bolstraat — 1 min à pied

Centraal Station (17 min) · Gare du Nord (30 min)

Car

Centraal Station (11 min) · Gare du Nord (21 min)

OV-fiets / Vélo

Centraal Station (13 min) · Gare du Nord (28 min)

LOCALISATION

Où se trouve the Heineken Experience ?



📍 Heineken Experience, Stadhouderskade 78 — 1072 AE Amsterdam

🌐 52°21.470′ N, 4°53.509′ E


WE SAY
PROOST!

ORGANIZATION

Understanding the immersive tour

Level 0 (Ground Floor)

This is where the immersion begins, with reception and free cloakroom. The first rooms present the history of the Heineken family and the origin of the brewery in 1867. You will discover the old tools used by brewers and the first wooden containers. The original architecture is highlighted, showing the extent of manual labor at the time.

Level 1 (Vat Room)

The historical heart of the site is located at this level, where the imposing copper vats stand. These monumental installations illustrate the traditional fermentation and brewing process. Information panels detail the chemistry of beer and the technical innovations introduced over the decades. It is the most photographed space, offering a striking glimpse into 19th-century industrial engineering.

Rooftop (Panoramic Terrace)

The experience culminates on the rooftop, accessible via the premium package. The panoramic bar offers a 360-degree view of Amsterdam's rooftops and canals. It is the perfect place to enjoy your included beers while admiring the urban landscape. The atmosphere there is relaxed, making it ideal for closing the visit in style, especially during the golden hours of the evening.

ACCESSIBILITY

♿ **Disabled Access**

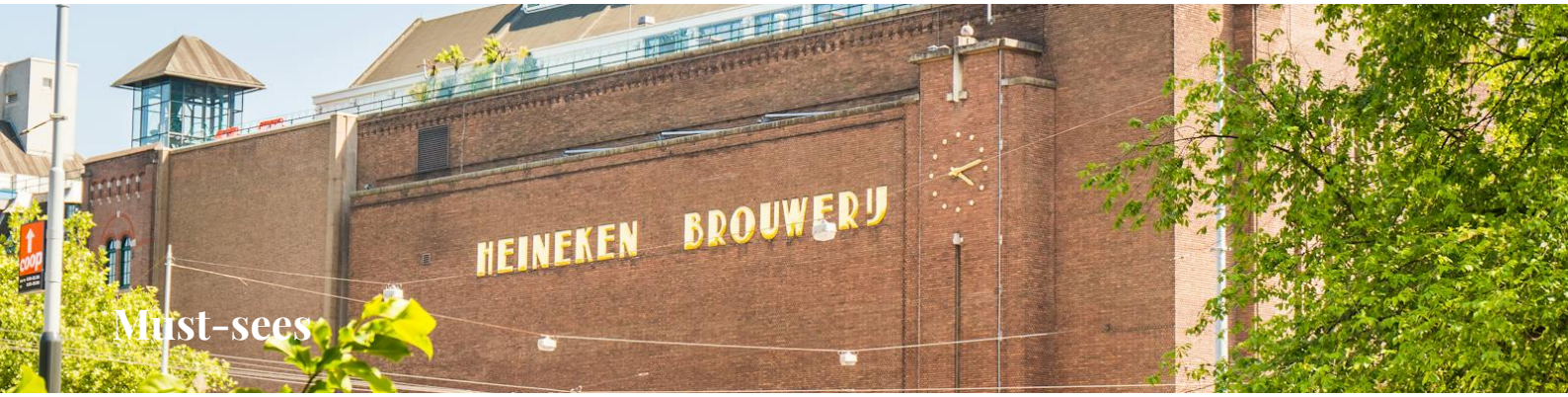
Easy access via elevators; some historic nooks may be narrow.

Families

Adult experience (18+), not recommended for unaccompanied young children.

🎧 **Audio guide**

French, English, Spanish, German, Italian



Must-sees

SELECTION

Must-sees of the visit

01 Central hall

The historic copper vats

These gigantic vats are the silent witnesses to the brewery's massive production. Their green patina and robust structure impress with their scale. They symbolize the peak of artisanal production before total industrialization. Observing these pieces of equipment helps to understand the complexity of the brewing process in days gone by.

> 💡 These vats were preserved intact despite the closure of production in **1988**, becoming the masterpieces of the museum.

02 Historical gallery

The story of the red star

A dedicated section explains the origin and evolution of Heineken's iconic logo. You will learn why this star has become a global symbol of recognition. Interactive exhibits show how the brand has adapted its image while maintaining its strong visual codes. It is a lesson in marketing and graphic design integrated into the history of beer.

> 💡 The color red was initially chosen for its visibility on labels, a strategic choice that has endured to this day.

03 Interactive Zone

Virtual Pouring Game

A fun game where you must pour a virtual beer without spilling it. It tests your precision and your knowledge of service best practices. Perfect for groups of friends, it creates a competitive and fun dynamic. This playful moment enhances the friendly atmosphere of the visit and leaves a memorable impression.

> 💡 Many visitors return multiple times to beat their personal record, turning this step into a true friendly challenge.

04 Rooftop Bar

Panoramic view of the canals

From the panoramic bar, the view of Amsterdam is breathtaking. The historic rooftops and the network of canals that structure the city are clearly visible. It is the highlight of the experience, offering a contemplative break after the intellectual effort of the visit. Natural light, especially at the end of the day, enhances the urban landscapes.

> 💡 In fair weather, one can sometimes spot tourist boats sailing peacefully just below, reminding us of the city's aquatic vitality.

05

Tasting room

Guided tasting

You learn to properly appreciate a Heineken beer by discovering its subtle aromas. The staff guides you through the nuances of taste and the ideal serving temperature. This step allows you to connect the theory learned during the visit with sensory practice. It is a privileged moment to refine your palate and understand the quality of the product.

> 💡 Experts often recommend tasting the beer at a slightly higher temperature than usually served to better perceive the hop notes.

06

International space

Exhibition on global partnerships

This section details how Heineken has established itself worldwide. It highlights local adaptations and major sports collaborations. It reveals the brand's global footprint and its role in international culture. The exhibited objects tell the story of globalization through the prism of beer.

> 💡 Some artifacts come directly from countries where the brand has had a significant impact, offering a unique geopolitical perspective.

07

Historical workshop

Reconstitution of the brewing room

A faithful reconstitution of 19th-century brewers' working environment. The costumes, tools, and gestures are presented with precision. This provides a concrete idea of the working conditions and the rigor required for production. The immersion is total, transporting the visitor into the industrial past.

> 💡 Guides can sometimes animate this scene to explain the daily tasks of the workers, adding a human dimension to the exhibition.

08

Exit

Exclusive shop and souvenirs

Before leaving the premises, the shop offers a selection of products related to the brand. You will find official glasses, special beers, and accessories there. It is an opportunity to take home a tangible souvenir of your visit. The quality of the products is generally good, reflecting the seriousness of the establishment.

> 💡 Limited editions or special gift sets are sometimes available exclusively on site, attracting collectors.

TIPS

Preparing your excursion well

TIMING

Aim for the early morning or late afternoon time slots to avoid crowds. Hours vary by season, so always check the official website before booking.

TICKET

Compare the packages: the standard tour costs €24.95, but the rooftop version (€29.95) is well worth the extra for the view and the two included drinks.

TOUR

Take your time in the copper vat room, which is the historical heart. Don't rush, as the details about brewing deserve special attention.

PHOTO

The best photo spot is the rooftop at sunset. Avoid using flash in common areas, but photography is allowed everywhere, including on the terrace.

BREAK

Enjoy the included tasting as a delicious break. If you're hungry, the nearby Jordaan district is full of restaurants for a hearty meal after the tour.

CHILDREN

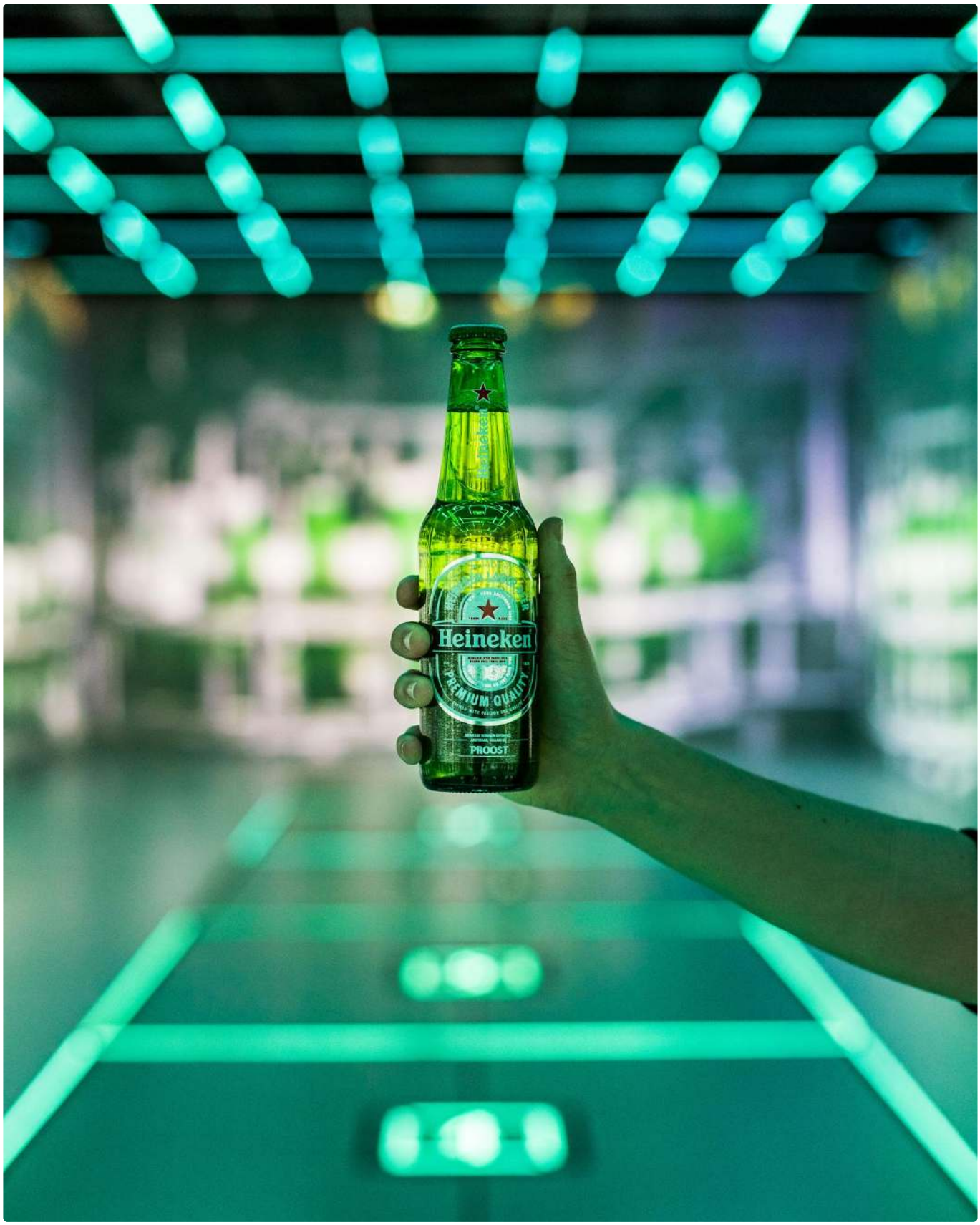
Please note that the experience is reserved for adults (18+). Unaccompanied minors generally cannot enter on their own, and tastings are strictly limited to adults.

AUDIOGUIDE

The audioguide is available in French and five other languages. It is essential for understanding the technical details of brewing and the brand's history without relying on a human guide.

COMFORT

Use the free cloakroom at the entrance to store your coats or bulky bags. Wear comfortable shoes, as the visit lasts between 1h30 and 2h and involves walking.


Heineken
PREMIUM QUALITY
PROOST

FREQUENTLY ASKED QUESTIONS

FAQ

Do I really need to book in advance?

Yes, online booking with a specific time slot is mandatory. There is no ticket counter on site, so you must purchase your tickets in advance to guarantee access to the tour.

How far in advance can I cancel?

Conditions vary depending on the formula chosen. Generally, modifications or cancellations are possible up to 24 hours before the selected time slot. Check the specific details of your ticket at purchase to know the exac

Is there a current promotion?

Seasonal offers may appear on the official website, particularly for combined formulas with the rooftop. Keep an eye on promotional pages or subscribe to the newsletter to get occasional discounts on standard tickets.

Can I change my time slot?

Yes, it is often possible to modify your date or time via your customer account or the confirmation link. Make sure to make this change before the start of your initial time slot to avoid any potential extra fees.

How long does the tour last?

The self-guided tour takes between 1h30 and 2h. This allows you to go through all the brewing stages, read the explanatory panels, and fully enjoy the final tasting at your own pace.

DID YOU KNOW?

Anecdotes & curiosities

The secret of lifespan

The brewery ceased production in **1988**, not because quality was declining, but because demand exceeded the physical capacity of the historic building. The decision to transform the site into a museum rather than demolish it saved a precious piece of Amsterdam's industrial history.

An international distinction

The Heineken Experience has received a **Thea Award**, a prestigious prize awarded by the Themed Entertainment Association. This recognition highlights the venue's excellence in themed entertainment and its positive cultural impact on the city of Amsterdam.

The importance of identification

Never leave without your valid ID. Staff will strictly verify your age (18 years and older) before serving the tasting. This is a strict rule to ensure the experience remains compliant with Dutch legal standards.

Combine with the canals

For a complete experience, plan your visit near a boat ride. The view from the rooftop harmonizes perfectly with a river walk, allowing you to see the city from a distinct and soothing aquatic angle.

AROUND THE MUSEUM

Located in the heart of the city, the Heineken Experience is ideally situated for exploring Amsterdam's treasures. Just a few minutes' walk away, you will find the **Jordaan** district, renowned for its bohemian atmosphere and local microbreweries, perfect for comparing flavors. Further afield, the Museumplein complex houses the Rijksmuseum and the Van Gogh Museum, offering a rich cultural extension. To end your day in style, a leisurely stroll along the Canal Ring (Grachtengordel) or a canal cruise will allow you to admire the city from a picturesque perspective. Be sure to combine your visit with a gastronomic break near the historic bridges to fully savor the Amsterdam atmosphere.


Heineken
STAR SERVE
45°

Leaving the Heineken Experience means taking away with you far more than a simple souvenir. It is about having touched the living history of Amsterdam, the one that has forged a strong cultural identity. The view from the rooftop, especially at sunset, offers a unique perspective on the city's rooftops, sealing your memory with an unforgettable image. Whether you are an expert or a novice, this experience remains etched in your memory, combining education, gustatory pleasure, and aesthetic emotion. Come live this brewing adventure that celebrates the art of doing things well.