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HEINEKEN CHOOSES PREMIER PADEL, FROM 2026 IT WILL BE THE GLOBAL BEER PARTNER

A world-famous brand officially joins the world of padel by signing a global partnership with Premier Padel, the most important professional tour in the world. Through an official statement released today, **Heineken and Premier Padel announced that Heineken® 0.0 will become the Global Beer Partner of Premier Padel starting in 2026.** *“Heineken® 0.0 announces the expansion of its global sponsorship portfolio,” the statement said, “with a historic global partnership with Premier Padel, the main professional padel tour in the world. The partnership will make Heineken® 0.0 the Global Beer Partner of Premier Padel and strengthen its position in the fastest-growing sport in the world. Heineken® 0.0, a champion of quality socializing, will celebrate the lively social DNA of padel by being active at Premier Padel events starting in 2026.”*

The entry of a global brand like Heineken into the top professional tour governed by the FIP — announced during the same historic week that hosts the Final 8 of FIP Euro Padel Cup and the FIP Asia Padel Cup, with 100 men’s and women’s teams from 54 countries — shows once again how padel continues its record-breaking growth. This happens not only in sports and recreation but also in attracting major partners who recognize the present and future potential of padel and decide to support and promote it to make it even more popular and exciting. *“First of all, I want to congratulate the Premier Padel management: this is great news for the world of padel and for the most important professional tour in the world. This partnership with Heineken,” said FIP President Luigi Carraro, “is another clear sign of how much padel has grown, becoming more attractive not only in sports and entertainment but also as a platform for global brands. I’m sure this partnership will make the Premier Padel Tour even more spectacular and help our sport spread further around the world.”*

Bram Westenbrink, Chief Commercial Officer of Heineken, explained why the brand chose Premier Padel: *“For Heineken® 0.0, joining the world of padel is about more than the matches on the court, it’s about the community that surrounds it and staying connected with today’s evolving lifestyle needs. More than ever, people are thirsty for in-person experiences, and*

Global Sponsor



Official court



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balance. With that in mind, we are committed to creating exciting and fresh ways to bring people together through our strategic sponsorships like this one. Whether it's cheering on the pros, playing with new people, keeping a well-balanced routine, or sharing refreshing post-match beers, Heineken® 0.0 and Premier Padel will be serving up a collection of unforgettable shared experiences."

David Sugden, CEO of Premier Padel, said: *"This partnership is a powerful signal and statement that now is padel's moment. When one of the world's most iconic and respected brands – Heineken – partners with the world's leading professional tour, Premier Padel, for its first venture into a new global sport – it underlines the incredible momentum behind our sport, and the Tour. Padel's global rise is creating fantastic commercial, sporting and fan-focused opportunities, and together with Heineken® 0.0 we'll continue showcasing just how vibrant, compelling and global this sport has become – and with so much more to come."*

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