

Heineken Igloo heads to Ocho Rios

The popular party series Heineken Igloo takes to the road and heads to Ocho Rios Bay Beach this this National Heroes’ Day, October 17.

For the past several years, Heineken Igloo has been attracting thousands to its home base, Sugarman’s Beach in Portmore, St. Catherine. Over time, Heineken Igloo has also spread its wings to The Ranches at Tropical Beach, Florida; Montego Bay and Ocho Rios Bay Beach, formerly the Turtle Towers Beach. For this latest Ocho Rios edition on Heroes’ Day, Heineken plans to up the ante. “Heineken Igloo is known as one of the top beach party series in Jamaica and over the years we’ve developed a loyal fan base and we thought a great way to celebrate the weekend would be to reward a patron with an Igloo filled with Heineken,” said Bob Sprengers, country manager for Heineken. Patrons are said to gravitate towards Igloo for the atmosphere, the fact that patrons bring their own liquor, and the specific themes that make each experience unique. “When we attend, we expect to hear good music, and since its inception, Coppershot has been doing a great job that is why they are the resident djs,” said the marketing executive. It’s no surprise then that Coppershot will be providing the music for this Ocho Rios edition along with ZJ Liquid, and Timeless and Illusion. “We are making it extra special this holiday weekend but the fun doesn’t stop there, we are also embarking on super special offerings during our Happy Hour to be held each Friday at select locations across the island where we will be extending discount and bucket deals to our consumers,” Sprengers noted. With the music, the extra Heineken and a chance to win a Heineken Igloo, October 17 promises to be a treat.