



Heineken Transforms CBD Office Elevator Into an Afterwork Bar, Surprising Hundreds With an Early First Sip

Description

Heineken turned an office lift into an afterwork bar at One Raffles Quay, one of Singapore's busiest CBD towers, surprising hundreds of office workers with refreshing beer and helping them switch straight to out-of-office mode!

The First Sip Is Hard To Wait For

On 1 April, the day started almost ordinary for workers at One Raffles Quay, except for a mysterious sign that read: "The First Sip Is Hard To Wait For." As office workers clocked in, curiosity buzzed through the building.

Then at 5.30pm, just as they were leaving for the day, they found local content creator Denise Teo waiting for them in the lift. In just two hours, 348 of them grabbed a refreshing chilled Heineken with her, as they cheered to the end of the workday.

Dylan Tan, an office worker in the building, shared: "I just ended a long meeting, so being treated with a Heineken in the lift was a nice surprise. I could also see everyone's mood instantly lift and people started saying cheers with one another."

Heineken Afterwork Campaign

The stunt kicks off [Heineken Singapore's](#) Afterwork campaign that gets the country to refresh their Afterwork routine by prioritising their first sip ahead of their last e-mail.

Coming Soon: HEINEKEN AFTERWORK: FIRST SIP HOUSE

From 7 to 16 May 2026, Heineken unveils the HEINEKEN AFTERWORK: FIRST SIP HOUSE, a limited-time pop-up designed to reward those who put their first sip first. More information is expected to

come, so stay tuned!

Event Details

What: HEINEKEN AFTERWORK: FIRST SIP HOUSE

When: 7 - 16 May 2026

Where: To be announced

If you are looking for more lifestyle happenings in Singapore, check out our other articles on [Little Big Red Dot](#). For corporate services in Singapore, visit our friends at [Raffles Corporate Services](#).

Date Created

09/04/2026

Author

teamlbrd

default watermark