

**August 28, 2015**  
**Cerveza Indio**  
**Cervecería Cuauhtémoc Moctezuma-Heineken**

To whom it may concern:

Hope all is well!

We are from INDIO, which is a dark beer brand over 120 years old; belonging to Cervecería Cuauhtémoc Moctezuma – Heineken Mexico’s product portfolio.

Throughout its history, INDIO has been considered as a purposeful brand, which has become an icon of diversity in the XXI century; its DEFIANTLY DIFFERENT essence has always driven it to be at the forefront.

One evening we were all talking with friends and family about diversity and the question came up, ‘why is there not a dark beer Emoji?’

So we went on this journey and the more we talked about it the more it felt like a modern way to connect the dark beer industry.

We want the dark beer to be part of peoples conversations; we know that there are millions of people round the world who prefer this type of beer and today have no way to show it using the existing emojis in the digital world, so in an authentic and irreverent way, INDIO makes this request so a dark beer emoji can exist for one and all!

We currently have more than 22,688 signatures from people who support us in this initiative through our website [www.indio.com.mx](http://www.indio.com.mx), and many media, magazines and radio programs that have shown interest in helping this proposal to amplify the message. If you want to specifically refer to our user’s database, we are willing to forward it to you without a problem and according to your specifications.

We appreciate the support you give us to carry out this goal and we are sure that thousands of dark beer enthusiasts will be glad to have this emoji as well.

Regards,  
Cerveza INDIO

— Attachments: —

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INDIO dark beer emoji petition.zip

1.7 MB



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Regards,

Faithfully,



Cerveza Indio





