

## **CARLSBERG'S FATHER OF QUALITY LAGER 'RE-BREW' GOES ON SALE IN THE UK**

**29 SEPTEMBER 2016:** Three years ago, brewers at Carlsberg in Copenhagen made a surprising discovery – a single bottle of the world's first quality lager, which was brewed in 1883 and used the world's first pure yeast, developed at the Carlsberg Laboratory.

Carlsberg's Copenhagen-based Research Laboratory has spent the past three years recreating the lager, cultivating the yeast and using 19th century brewing techniques to create a limited run of the 1883 beer, named 'Re-brew'.

Carlsberg has announced that Re-brew will be made available to beer-drinkers in the UK for one month only. From 1 – 31 October 2016, 600 bottles of Re-brew will be available to purchase at London's St Bart's Brewery, priced at £12.95 per bottle.

All proceeds from sales of the beer will be given to the University of Nottingham's International Centre for Brewing Science. Carlsberg UK and the university will identify an existing full-time Master's student, currently studying at the University, who meets the values of the Carlsberg Foundation, and cover the entirety of their course fees.

Liam Newton, vice president of marketing for Carlsberg UK, said: "It has taken Carlsberg's brewers years of craft and dedication to get to a point where we can make Re-brew available to the public. I'm incredibly excited to be able to sample the beer that our forefathers drank, which is recognised globally as the 'Father of Quality Lager'. This is a fantastic opportunity for UK beer-drinkers to purchase the Re-brew beer before anyone else in the world."

The original 1883 lager was one of the first to be brewed using the groundbreaking discovery of pure yeast which eradicated 'beer sickness', a common problem affecting the smell and taste of beer in the 19<sup>th</sup> century. Rather than patenting the development of the yeast strain, Carlsberg decided to give away the yeast for free to other breweries around the world. Today, most lagers originate from the 1883 yeast-discovery, including major international brands.

To find out more about Carlsberg's Re-brew project, visit <http://www.carlsberg.co.uk/rebrew>.

**---ENDS---**

### **Supporting Assets**

Please find the following assets attached:

- A selection of Re-brew imagery
- A full Re-brew Q+A document
- A two-minute video detailing the discovery of Re-brew can be found here: <https://www.youtube.com/watch?v=eNHKr0dD2tg>
- A 30 second video detailing the UK activity for use on social media can be found here: <https://youtu.be/J4ur5G0Rxbk>

### **Notes to editors**

#### **For media enquiries please contact:**

Kara Duggan                      Fleet Street Communications    T: 020 3567 5807    E: [kara@fsc.uk.com](mailto:kara@fsc.uk.com)

Michelle Williams              Fleet Street Communications    T: 020 3567 5808    E: [michelle@fsc.uk.com](mailto:michelle@fsc.uk.com)

Keep informed of the latest Carlsberg UK news in its digital newsroom where you will find press releases and accompanying images to download and share: [www.wearecarlsberg.co.uk/newsroom](http://www.wearecarlsberg.co.uk/newsroom).

### **About Carlsberg UK**

Carlsberg UK brews and sells premium quality beer and cider brands including Carlsberg, Carlsberg Export, Grimbergen, Poretti, Tuborg and Somersby Cider, as well as having the UK brand license for San Miguel and Mahou. The brewer offers world and craft beers through its Crafted range, local and regional ales through its Tapster's Choice collection, and hundreds of wines and spirits through its Crown Cellars portfolio. Importantly, the company is engaged with society, which means it embraces its responsibilities and always strives to do the right thing. To find out more about the company, its brands and sustainability work, visit: [www.wearecarlsberg.co.uk](http://www.wearecarlsberg.co.uk) or follow the story on Twitter [@CarlsbergUKCorp](https://twitter.com/CarlsbergUKCorp).

### **Trade with us**

To start stocking Carlsberg UK's portfolio of lagers, ciders, world and craft beers, Tapster's ales and Crown Cellars' wines and spirits, talk to us on 0845 3710 199 or visit [www.carlsbergwedelivermore.co.uk](http://www.carlsbergwedelivermore.co.uk).

### **About the Carlsberg Research Laboratory**

The Carlsberg Laboratory was set up in 1875 to advance the scientific understanding of malting, brewing and fermenting processes. It is renowned for a number of extraordinary scientific discoveries of the past century, ranging from Professor Dr. Emil Chr. Hansen's method of purifying yeast to the development of the pH scale, the concept of protein structure and the characterization of enzymes that now enables low temperature clothes laundering.

### **About the Carlsberg Foundation**

In 1876, the Carlsberg Foundation was set up by J.C. Jacobsen to manage Carlsberg Laboratory and to support Danish scientific research. The Carlsberg Foundation became the owner of the Carlsberg Brewery in 1888, and it owns 30.3% of the shares in Carlsberg Group today. Through the receipt of annual dividends from Carlsberg A/S, the Foundation is each year able to actively support ground-breaking research within the natural sciences, social sciences and humanities, thereby contributing to solving some of the world's global challenges.

Find out more at [www.carlsbergfoundation.dk](http://www.carlsbergfoundation.dk)