



News release

20 October 2016

CARLSBERG UK ADDS CRAFT CZECH LAGER 'CELIA' TO ITS PREMIUM BEER PORTFOLIO

Carlsberg UK is adding gluten-free Czech lager CELIA to its premium beer portfolio from 1 November 2016, in a new working relationship with Žatecký Pivovar.

CELIA is traditionally batch brewed for over two months by Žatecký Pivovar, which is one of several microbreweries co-owned by the Carlsberg Group around the world. The brewery was established in 1801, and is housed in the castle walls of the city of Žatec.

Carlsberg UK will exclusively offer two beers within its portfolio, each imported into the UK:

- CELIA Organic is a 4.5% organic Czech lager containing 100% Saaz hops and Moravian malt.
- CELIA Dark is a 5.7% ABV dark lager, also using 100% Saaz hops, as well as Toffee Bavarian malt and sand-filtered water from the Žatec foothills.

Both beers are brewed using a patented de-glutenisation process, which gives the range the benefit of being gluten-free, while a silicon filtration technique means the range is also suitable for vegans. In addition, a natural carbonation process is used to give the beers a light mouth feel, without compromising on taste.

Liam Newton, vice president, marketing for Carlsberg UK, said: "CELIA Organic and CELIA Dark are quality Czech beers, loved by beer-drinkers for their exceptional flavour and ability to perfectly complement good food. The fact that they are brewed to be gluten-free gives the brand an added point of difference – particularly relevant given current consumer trends, which is why we are delighted that CELIA will be joining our beer portfolio.

"We are very much looking forward to working alongside the iconic brewery, helping to reach many more people with these exceptional beers," Newton added.



CELIA will join Carlsberg UK's existing premium portfolio, which includes the Backyard Brewery range imported from Sweden, Carlsberg's Herefordshire craft cider Bad Apple, Belgian Abbey beer Grimbergen and Spanish beer Mahou. This will be further bolstered on 1 January 2017 when the Brooklyn Brewery range will join the portfolio as part of an exclusive UK distribution agreement with the New York craft brewer.

In Free Trade pubs and bars Carlsberg UK will manage its premium portfolio through its recently launched brand and sales division, House of Beers. House of Beers is dedicated to helping world, craft and speciality beers and ciders reach more consumers, and provides specialist sales support to customers operating premium pubs, bars and restaurants across the UK.

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About Žatecký Pivovar

The CELIA range of beers are brewed by Žatecký Pivovar in the Czech Republic, in which the Carlsberg Group has a 51% shareholding. It is one of several micro-breweries that Carlsberg co-owns around the world. The brewery is housed in an 18th century castle and has an approximate capacity of 30,000HL. The beer is batch produced using traditional techniques.

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 or follow the story on Twitter @CarlsbergUKCorp.



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