

News Release

31 October 2016

CARLSBERG UK WELCOMES OVER 1500 VISITORS TO 2016 CHRISTMAS TRADE SHOWS

Carlsberg UK's Christmas Trade Shows, featuring 50 of the best suppliers in the business, attracted more than 1500 attendees across its four shows in London, Leeds, Manchester and Stoneleigh.

Following the 30th anniversary of Carlsberg UK's annual Christmas trade shows in 2015, this year's events took place during September and October, giving guests a wealth of opportunities to help support and grow their businesses. At each event attendees were able to gain specialist knowledge and insight from key suppliers and producers, try new products from the beer, cider, wine, spirits and soft drinks categories, and also meet influential contacts across the industry.

Suppliers in attendance included Diageo, Britvic, Accolade Wines, Hatch Mansfield and Bacardi – amongst other leading names. The events also enabled guests to discover more about the many products within Carlsberg UK's growing portfolio. Here, they had the opportunity to join a tutored tasting at the 'Crafted' hub from one of the UK's leading beer writers, Pete Brown, and sample various brews within Carlsberg UK's premium cask ale range, Tapster's – where they could also meet beer sommelier, Annabel Smith, at pop-up pub, 'The Tapster's Arms'. Annabel was on hand to provide newcomers to the cask category with a tutorial on setting-up a cask ale offering.

Carlsberg UK's newly-launched craft cider, Bad Apple, and American pale ale, Shed Head were also available to sample throughout the shows – alongside Spain's number one beer, Mahou, and Italy's fastest growing beer, Poretti. Wine specialist, Louise Boddington, assisted at the Crown Cellars wine bar, to help customers select the right wines for their venue.

Paul Waller, Director of Third Party Brands at Carlsberg UK said: "The Christmas trade shows enable our customers to receive top deals on our extensive range, alongside bespoke support to make the Christmas and New Year trading period as successful as possible. It's the 31st year that we've held these shows, and we were thrilled to welcome over 1500 visitors. It's another element of support that Carlsberg UK provides, and it's fantastic that we're able to



continue hosting these.”

Throughout the 2016 trade shows, attendees were also given the opportunity to participate in a charity raffle, to raise funds for Prostate Cancer UK.

---ENDS---

Notes to editors

For media enquiries please contact:

Kara Duggan Fleet Street Communications T: 020 3567 5807 E: kara@fsc.uk.com

Michelle Williams Fleet Street Communications T: 020 3567 5808 E: 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.

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](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.

