



News Release

26 January 2017

CARLSBERG UK CREATES 'THE KØBENHAVN COLLECTION'

Carlsberg UK's revitalization of its flagship Carlsberg brand continues with the launch of limited edition packaging for its 3.8% ABV beer – called 'The København Collection' – as part of a planned £15m marketing spend to connect with millennial* drinkers.

Inspired by the beautiful simplicity of Danish design, each pack in the København Collection – Danish for Copenhagen – embodies an abstract interpretation of Carlsberg beer's ingredients: barley, hops and its legendary brewers' yeast. The limited edition packs will be available across the UK off-trade between February and September 2017 in a variety of can and bottle formats, including a new premium 330ml-sized bottle and outer packaging. The premium 330ml-sized bottle will also be available in UK on-trade pubs, bars and restaurants.

Liam Newton, vice president of marketing, Carlsberg UK said: "The København Collection is a bold launch for Carlsberg in the UK, marking 170 years of brewing excellence. Carlsberg has a remarkable place in the history of brewing when our founder, J.C. Jacobsen and his team of beer scientists discovered purified yeast in 1883 – which changed the quality of lager that is enjoyed to this day. These designs communicate Carlsberg's unique place in beer in a manner that we believe will engage millennials."

The København Collection complements the new-look design for the brewer's premium Carlsberg Export brand, also available from February. The brand has been transformed with a stylish design that is influenced by the iconic cross from the Danish flag, while the signature of founder, J.C. Jacobsen, and the word 'København' underline the brand's roots.

The relaunch of the Carlsberg brand will be supported by a £15m campaign incorporating media and integrated consumer activity, launching in April. The campaign will celebrate the brand's Danish heritage and taps into consumer demand for authenticity and the trend towards premiumisation in the beer category.

---ENDS---



Notes to editors

***About Millennials**

According to extensive qualitative research by Carlsberg UK, millennial consumers – those currently aged 18 – 34 – demand authenticity, quality and individual experiences. There are 14.7 million millennial consumers in the UK but they are influencing the non-millennial big spenders to follow suit. As discerning drinkers, they are willing to trade up, and as such have been driving the premiumisation trend.

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, Celia, Tuborg and Somersby Cider, as well as having the UK brand license for San Miguel, Mahou and the Brooklyn Brewery craft beer portfolio. 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).