



## News Release

# ICONIC SAN MIGUEL BOTTLE REFLECTS BRAND HERITAGE AND EXPLORATION

**17 March 2016:** Carlsberg UK is refreshing its iconic San Miguel bottle with a sleek design that reflects the brand's heritage and routes in exploration.

The new bottle features its new logo incorporating a globe with the message *Exploring the World Since 1890*, together with the distinctive San Miguel ribbon. Embossed lettering at the foot of the bottle further reinforces its premium credentials.

The brand's secondary packaging has also been updated to include imagery of its new chalice glass and bottle design. The new bottle and secondary packaging will be available in the UK from late March 2016.

This is part of an ongoing programme of premiumisation for the brand which has seen a 27% increase in off-trade sales during 2015\*. It follows on from the launch of a new can design in November 2015 that features the new logo and a matt white finish.

David Scott, marketing director said: "In the UK, demand for premium beers with heritage and authenticity continues to grow. San Miguel has an amazing history full of adventure, exploration and optimism and it's the brand's quality since 1890 that continues to be celebrated in all corners of the globe.

"2016 promises to be a big year for San Miguel, and the new premium packaging is just one piece of an exciting programme of activity – more of which will be revealed soon."

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## Notes to editors:

\*Source: Nielsen Scantrack - MAT January 2016

**For any media enquiries and information requests including interviews, features, events and photography, please contact:**

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## About Carlsberg UK

Carlsberg UK is aiming to be the best beer and beverage business through household name beer and cider brands including Carlsberg, Carlsberg Export, Poretti, Grimbergen, Tuborg and Somersby Cider, as well as having the UK brand license for San Miguel and Mahou. It 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).

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