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MEDIA RELEASE

CARLSBERG INTRODUCES NEW LOOK FOR THE SAME GREAT BREW

Probably The Best Beer In The World gets a refreshed identity together with new beer-enjoyment experience improvements



Singapore, 31 July 2019 – Get ready to experience Carlsberg anew as the internationally-beloved beer re-presents itself with an all-new look for its signature same great brew. Beer lovers can look forward to *Probably The Best Beer In The World* which now comes with a series of practical betterments to deliver an even better beer enjoyment experience to a new generation of ever more sophisticated beer drinkers.

Carlsberg introduces new improvements for better beer experience

Whether its poured into a glass or enjoyed in a bottle or can, Singaporeans can look forward to even smoother and fresher Carlsberg beers ahead thanks to its series of new packaging innovations that provides better beer experiences while helping them to reduce their environmental impact. *The Best Line-Up? Probably.*

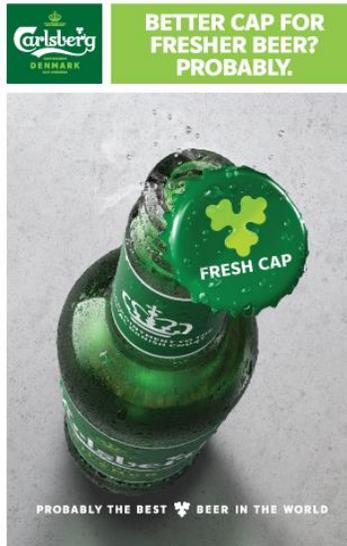


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- *Innovative cap that keeps beer fresh for longer*



Above : Carlsberg's new innovative Fresh Cap reduces oxidation to keep beer fresher for longer

The new **Fresh Cap** on Carlsberg bottles keep the beer tasting fresh for 15% longer compared to other caps by reducing oxidation from the bottle. Oxygen though synonymous to life, causes beer to lose its freshness and taste even faster. Carlsberg's new Fresh Cap contains an oxygen scavenger in the liner of the cap which actively absorbs oxygen - ensuring that the beer tastes fresher and better for longer.



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- *Enjoy better quality beers served in new premium-looking stemmed glass*



Above: Carlsberg new premium-looking stem glass for longer foam retention

Beer drinkers enjoying the same great brew served in the new **premium-looking stem glasses** can delight in an even better quality Carlsberg beer. The new stemmed glasses are bowl-shaped in design, allowing for a smoother pour and comes with a tapered mouth for a more aromatic beer with 25% better foam retention. Its tailored nucleation glasses also help to create a steady stream of bubbles and maintains the head on the beer - giving you a better beer drinking experience.



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- *Grab a can of Carlsberg beer easily with new Easy-to-Open packs*



Above: Easy to Open packs for easier beer sharing

Ever had difficulty getting to your beers? Carlsberg is now making it even easier for everyone to grab a can of Carlsberg beer by introducing **Easy-to-Open packs** - an additional easy to open tear perforation to its current packaging. As with all good experiences, good beers are to be enjoyed with friends! The Easy-to-Open packs will also make it easier for consumers to relish in beer sharing moments.

Sustainable ideas to create a better tomorrow

Besides being able to enjoy a better beer experience, consumers will be delighted to know that they will also be minimising the environmental impact while enjoying Carlsberg products with new sustainable packaging initiatives introduced. Carlsberg is going greener with its switch to **Cradle to Cradle Certified™ silver ink** on its bottle label that is produced using renewable energy. The ink will help improve the recyclability of packaging as it does not contain paper fibers which cannot be reprocessed. A **new coating** of wax emulsion concentrate will also be applied to Carlsberg's refillable glass bottles which helps to double its lifetime. The coating reduces scuffing which extends the bottles' longevity, allowing them to look new and more scratch resistant longer, reducing the need for it to be replaced and disposed of easily.

Consumers will also notice a refresh in the brand's core design elements which were drawn directly from its rich heritage while reflecting a sleek and chic updated look. Carlsberg's refreshed Danish-inspired identity, which balances simplicity with contemporary design, is a testament to its constant strive to be better in all aspects of the brand. This is applied across its products,



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packaging, communications, visibilities and amenities as part of its continual journey to refine itself and experiment for a better tomorrow.

“At Carlsberg, we’re constantly in pursuit of new ways to make probably the best beer in the world even better. And not just the way it tastes. We are looking at everything we do, including our packaging. Through Carlsberg’s newest line-up of betterments, we hope to champion our constant pursuit of better beer and create solutions that will not only produce higher quality beers, but also help our consumers lead more sustainable lives.” says Mr Olivier Dubost, General Manager of Carlsberg Singapore.

“Despite our new look, loyal Carlsberg drinkers can expect the familiar taste they have grown to love as our beer is still brewed with the same natural ingredients and attention to quality that has ensured its great taste for the past 170 years!”, added Dubost.

Held at Plaza Singapura’s atrium from 15 to 25 August 2019, beer lovers can experience Carlsberg’s next phase of its “Pursuit for Better” and embark on a one-of-a-kind immersive experience where they can discover the brand’s past, present and future. Limited to one glass per person, Singaporeans can enjoy a free glass of *Probably the Best Beer in the World* on us!

To learn more about Carlsberg’s new look and betterments, visit <https://carlsberg.com.sg> and our [Facebook](#) and [Instagram](#) pages.

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About Carlsberg Singapore Pte Ltd

Since its establishment over 30 years ago, Carlsberg Singapore has grown into a dynamic business that boasts an ever-expanding portfolio of alcoholic beverages to complement all lifestyles.

Today, Carlsberg Singapore is proud to offer some of the world's most well-loved and established brands, spearheaded by Carlsberg Green Label, the number one imported beer in Singapore and the country's second best-selling brand. Other renowned brands in the portfolio include Kronenbourg 1664, Kronenbourg Blanc, Somersby Cider, Asahi, SKOL, Royal Stout and Jolly Shandy. Carlsberg's new beer, Carlsberg Smooth Draught, joins the list in mid 2016.

A subsidiary of Carlsberg Brewery Malaysia Berhad, Carlsberg Singapore continues to grow from strength to strength. With a wide range of beverages to suit every taste bud and to celebrate every occasion, Carlsberg Singapore is committed to providing consumers with probably the best drinks in the world that make every experience memorable and pleasurable!

Find out more at <https://carlsberg.com.sg> or facebook.com/CarlsbergSingapore