



BY APPOINTMENT TO THE
ROYAL DANISH COURT

Carlsberg

March 2021

BRAND IMMERSION

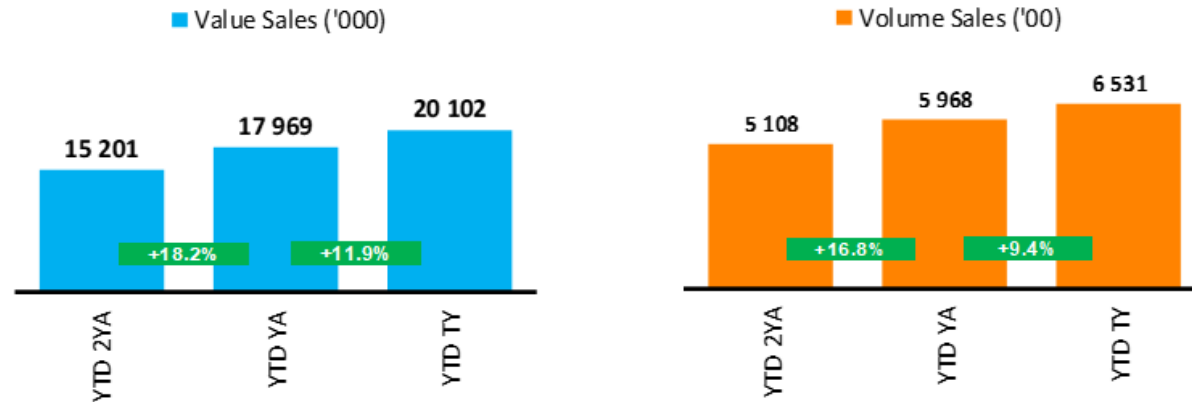
THE CISA CARLSBERG BRAND TEAM

CARLSBERG 0,0%

THE NON-ALCOHOLIC BEER SEGMENT IS GROWING YOY AND CARLSBERG 0.0% IS LEADING THE WAY WITH THE BEST LIQUID

Total NA Beer
growing with
+9.4%

NAB - Total Belgium - YTD TY - Week Ending 12/07/2020



Carlsberg 0.0%
growing with
+54.3%



Source: Nielsen YTD 12 JULY 2020

OUR FOCUS
REMAINS ON
CARLSBERG 0,0%





0.0% compromise



A real revolution in terms of taste, this alcohol-free beer is also low in calories. It offers a round body and the famous bitterness of the 5,5% Carlsberg, but this one is completely alcohol-free !



The great taste of beer comes from our unique brewing process. We brew a classic beer and then gently remove the alcohol from it to retain all the flavour of the beer. Carlsberg 0.0% is the ideal choice during lunch, after a workout or before safely hitting the road.

CARLSBERG 0,0% IS THE FUTURE OF THE AFB MARKET



CARLSBERG 0,0% PORTFOLIO



24x25cl



4x6x33cl

CARLSBERG 0,0% IN 2020



<p>0.0% compromise 1pm drinks 3pm walk in the park</p>	<p>0.0% compromise Slip Self-pass and a hit Another slip</p>	<p>0.0% compromise Beers Ace Beers</p>
<p>0.0% compromise Afterwork with new colleagues Remember their names</p>	<p>0.0% compromise A couple of beers Hiking the steepest hill</p>	<p>0.0% compromise Party 'till 6 Brunch at 10</p>
<p>0.0% compromise Beers with friends 10K afterwards</p>	<p>0.0% compromise Drink Drive</p>	<p>0.0% compromise Afterwork at 5 Baby-sitting at 7</p>
<p>0.0% compromise Party 'till 6 Kayak at 10</p>	<p>0.0% compromise Sunday late BBQ Monday early meeting</p>	<p>0.0% compromise Ollie Beer Another ollie</p>





0.0% compromise

Great taste
No alcohol

THANK YOU