



BY APPOINTMENT TO THE
ROYAL DANISH COURT

Carlsberg

March 2021

BRAND IMMERSION

THE CISA CARLSBERG BRAND TEAM

LABOREMUS

PRO

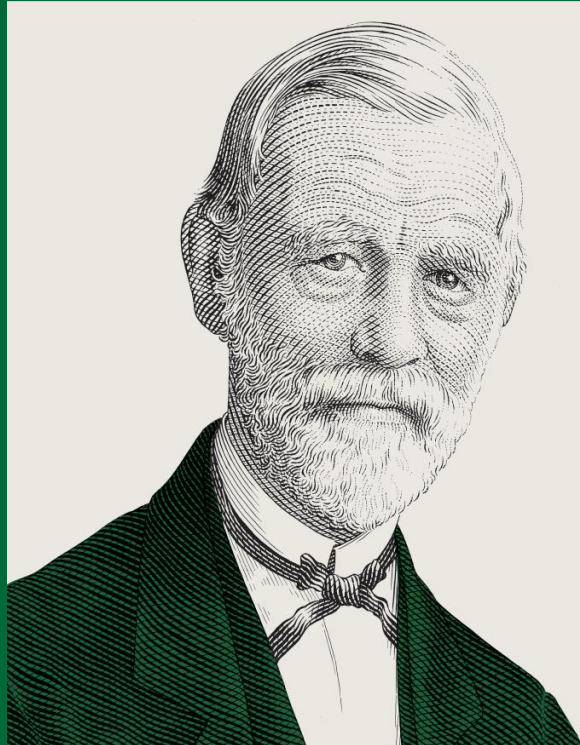
PATRIA

founded in



1847

...BY ONE OF THE MOST VISIONARY MEN



PIONEERING IS IN OUR DNA

“In working the brewery it should be a constant purpose, regardless of immediate gain, to develop the art of making beer to the greatest possible degree of perfection so that this brewery as well as its products may ever stand out as a model and, through their example, assist in keeping beer brewing in this country at a high and honourable level.”

J.C. JACOBSEN
CARLSBERG FOUNDER

BREWING FOR A BETTER TODAY AND TOMORROW



CARLSBERG FOUNDATION

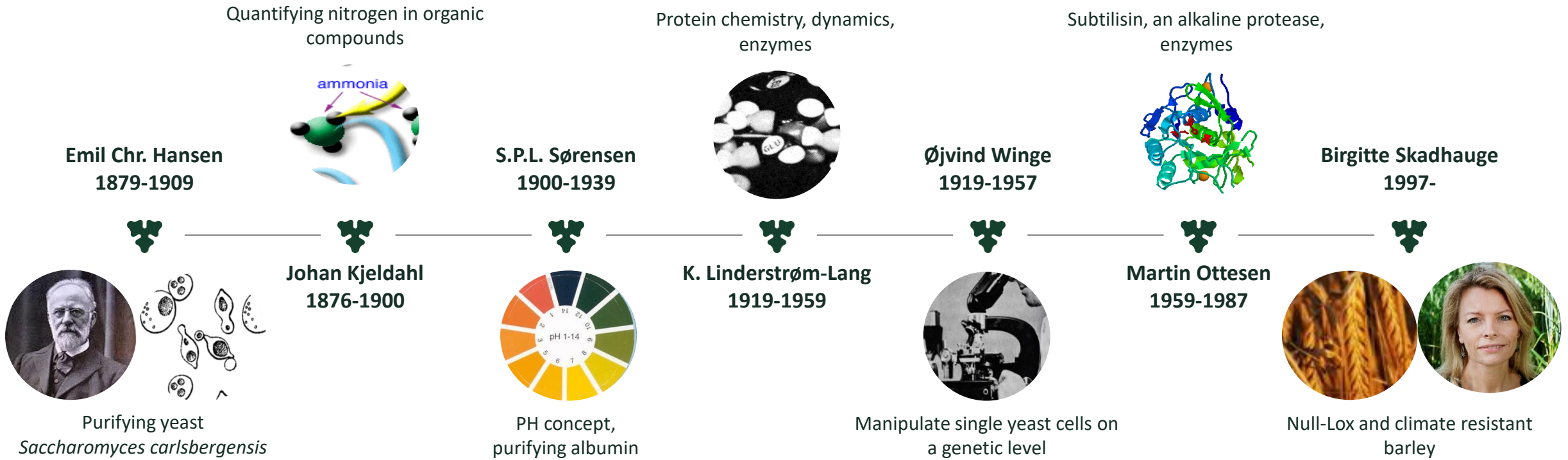
- One of the world's oldest corporate foundations from 1876
- Main controlling shareholder of Carlsberg get 30% of yearly dividends, supporting :
 - Science
 - Art... with est. 35.000.000 Euro year on year



CARLSBERG RESEARCH LAB

- Created in 1875
- The purpose to develop as complete a scientific basis as possible for the operation of
 - malting
 - Brewing
 - fermentation

CARLSBERG LABORATORY'S SCIENTIFIC ACHIEVEMENTS





OUR APPROACH HAS MADE BEER AND SOCIETY BETTER

*Travelling the world to discover
and cultivate new ways of
brewing beer*

*Institutionalising curiosity with the
first R&D department in brewing*

*An open environment for new influences
from philosophers and artists*

*Sharing our endeavours to help
make others better*



A 170-year-old brand enjoyed by millions around the world.

OUR TASK IS NOT TO REINVENT CARLSBERG BUT TO CONTINUALLY IMPROVE THE BRAND EXPERIENCE, IN LINE WITH THE VISION OF OUR FOUNDER. TO EXCEED THE EXPECTATIONS OF A NEW GENERATION OF EVER MORE DISCERNING BEER DRINKERS.

WE HAVE BEEN ON A CONSTANT PURSUIT OF BETTER – 1847 ONWARDS



Our ambition is to be perceived by our employees, customers and consumers as **The best beer in the world.**

Progress is what we stand for.

Progress in beer, while also encouraging Progress in the world around us.

Progressive consumers and a progressive society in general.

That's what **constant pursuit of better means (1847 onwards)**



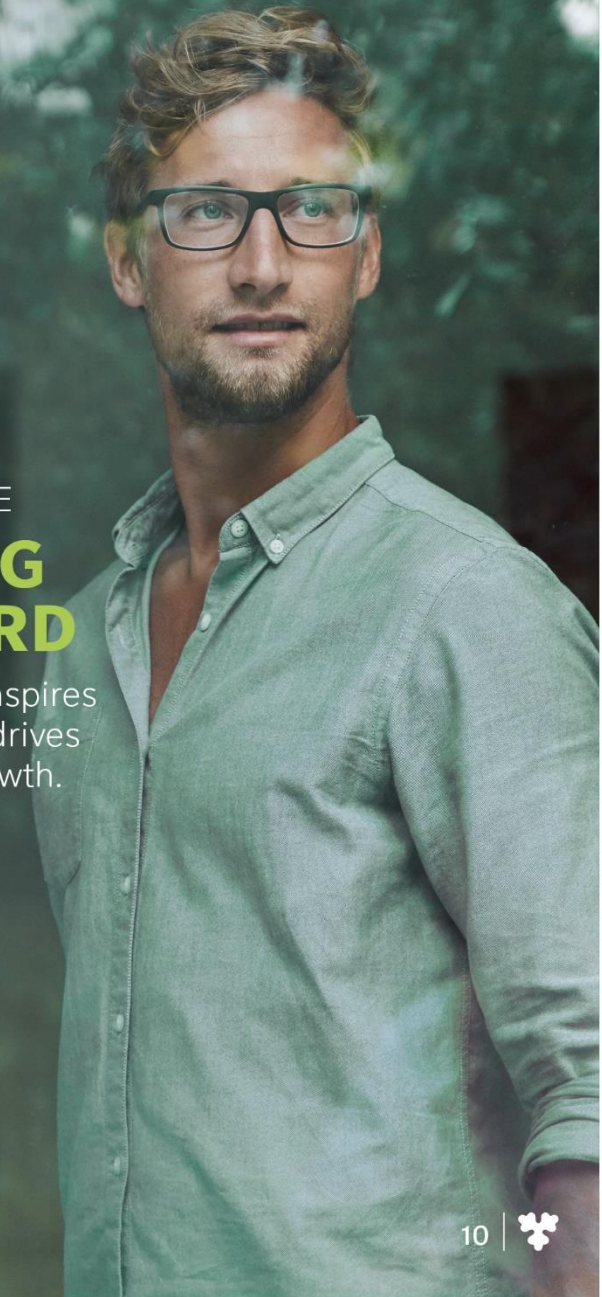
OUR DISTINCTIVE VERSION OF BETTER

Carlsberg moves us all to better and we do this in a way that is recognisable and ownable for the brand.



PROGRESSIVE
MOVING FORWARD

Curiosity that inspires progress and drives collective growth.



OUR JOB

TO GROW VALUE BY SUBSTANTIATING WHY

we are

THE BEST BEER IN THE WORLD

we say **probably** because 'being the best' is a constantly **moving target**.



BREW AND SERVE

LOOK AND FEEL

DOING

THANK YOU