



BY APPOINTMENT TO THE
ROYAL DANISH COURT

Carlsberg

COPENHAGEN

DENMARK

1847 ONWARDS

BREWING
FOR A BETTER
TODAY &
TOMORROW



THE PURSUIT
OF
BETTER
BEER

Carlsberg



**IN WORKING THE BREWERY WE SHOULD BE IN CONSTANT PURSUIT OF
BETTER BEER SO THAT THE BREWERY MAY ALWAYS SET STANDARDS AND
ASSIST IN KEEPING BEER BREWING AT A HIGH AND HONOURABLE LEVEL**

J.C. JACOBSEN *J. C. Jacobsen* **FOUNDER**

BREWING QUALITY BEER FOR OVER 170 YEARS





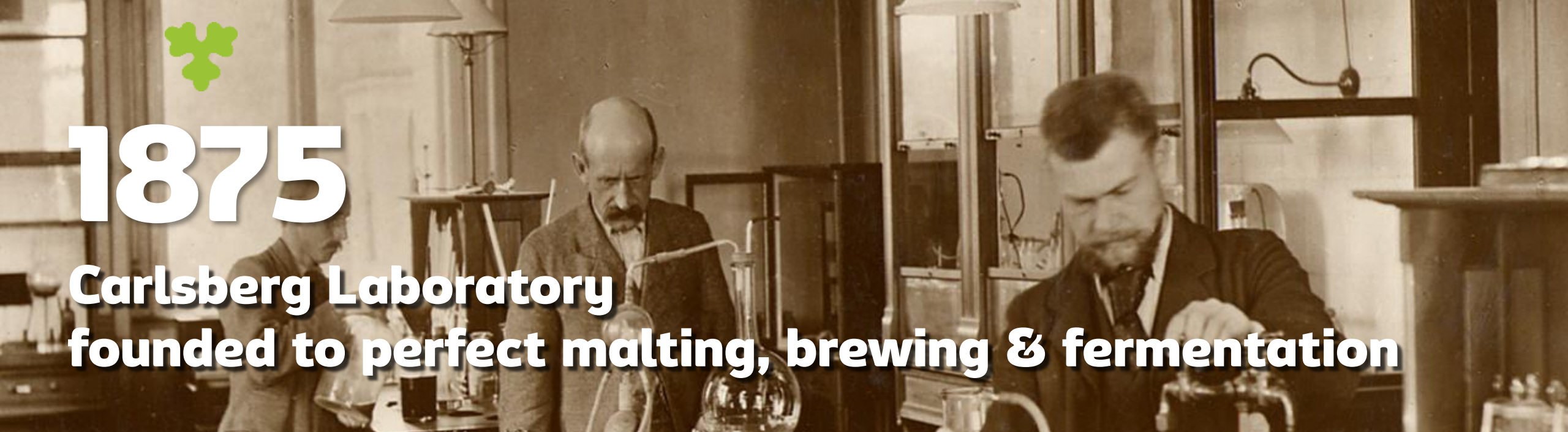
1875

**Carlsberg Laboratory
founded to perfect malting, brewing & fermentation**



1875

Carlsberg Laboratory founded to perfect malting, brewing & fermentation



1876

Carlsberg Foundation established to support scientific research





1883

**Carlsberg Laboratory scientist
Emil Christian Hansen develops pure yeast,
changing brewing forever**

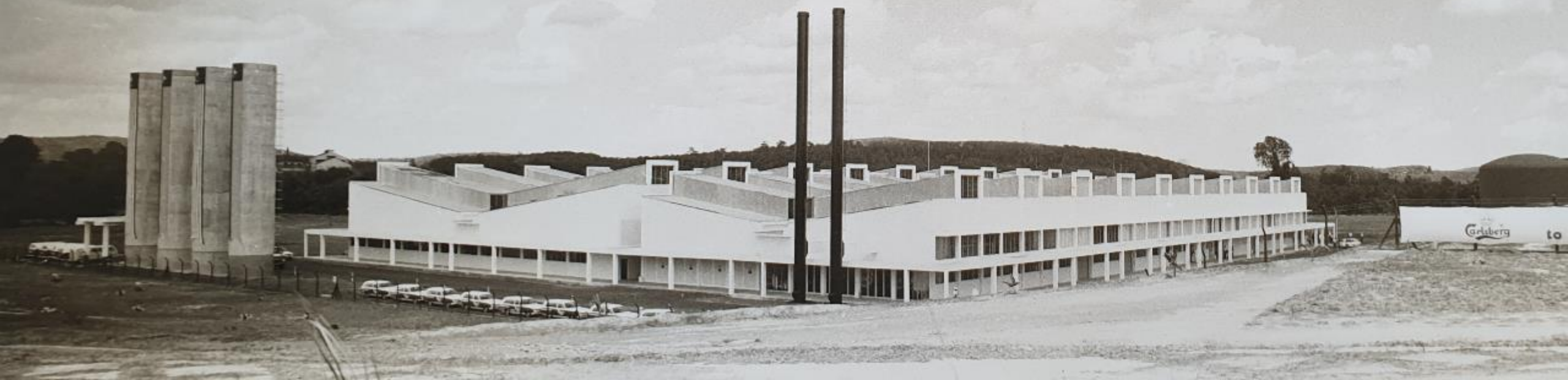


1909

S.P.L Sorensen develops the pH scale



**PROUDLY BREWED IN
MALAYSIA
SINCE 1972**





**JUST
KEEPS
GETTING
BETTER**



PROBABLY THE BEST  BEER IN THE WORLD

REFRESHED LOOK AND FEEL



NEW LOOK, SAME GREAT BREW!





FRESHER

5x Fresher Taste for Longer with New Fresh Cap



PROBABLY THE BEST  BEER IN THE WORLD



BETTER

Increased hop aroma and 25% better foam with new glass



PROBABLY THE BEST  BEER IN THE WORLD

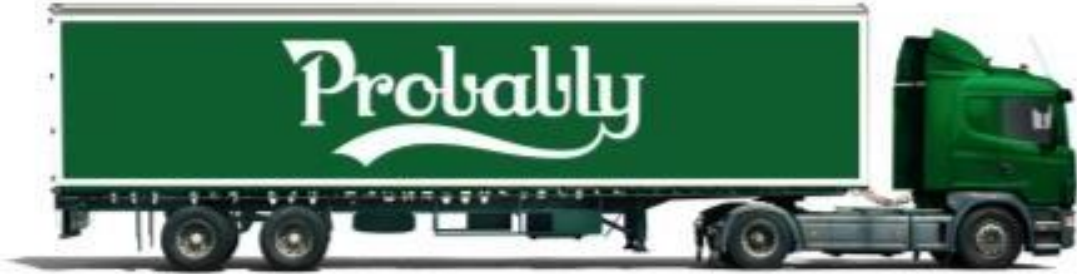


EASIER



PROBABLY THE BEST  BEER IN THE WORLD

NEW LOOK ACROSS ALL TOUCHPOINTS



Carlsberg PROBABLY
#1 BEST BEER
IN THE WORLD

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J. C. Jacobsen



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