



CARLSBERG LAUNCHES GROUND-BREAKING INNOVATIONS TO REDUCE PLASTIC WASTE

Copenhagen, 6 Sep 2018 - Carlsberg today announced a series of ground-breaking innovations including its new Snap Pack, which is set to reduce plastic waste globally by more than 1200 tonnes a year - the equivalent to 60 million plastic bags.

The Snap Pack replaces the plastic wrapping used around Carlsberg's six packs with a pioneering technology that glues its cans together. A world first for the beer industry, it will reduce the amount of plastic used in traditional multi-packs by up to 76%.

Three years in the making, the Snap Pack is just one of Carlsberg's sustainable packaging solutions that were announced today.

Other improvements include:

- A switch to Cradle-to-Cradle Certified™ silver inks on its bottle labels to improve recyclability
- A new coating on refillable glass bottles to extend their lifespan and therefore their environmental footprint
- New caps which remove oxygen to make the beer taste fresher for longer

The innovations represent the first of a series of consumer-facing manifestations of Carlsberg Group's sustainability programme, Together Towards ZERO, which includes ambitions of a ZERO carbon footprint and ZERO water waste. They will first be applied on the flagship Carlsberg brand to drive constant reappraisal and refinement. This will further substantiate the iconic tagline of 'Probably the Best Beer in the World' in a meaningful way - giving consumers a great tasting beer that also helps them reduce their environmental impact.

Cees 't Hart, CEO of the Carlsberg Group, said:

"It's an important day for Carlsberg. We are working hard to deliver on our ambitious sustainability agenda and to help tackle climate change."

"We always strive to improve and today's launch clearly shows our ambition to follow in our founder's footsteps towards a better tomorrow. Carlsberg's Snap Pack will significantly reduce the amount of plastic waste, and we look forward to giving our consumers better beer experiences with less environmental impact."

Carlsberg Group's supply chain, sustainability and development teams have worked closely with the Carlsberg brand team and external partners to innovate in ways that will make a difference to both consumers and the climate.

To accelerate the implementation of its sustainability ambitions, Carlsberg also announced a strategic partnership with Plastic Change, a Danish environmental organisation, in addition to its long-standing dialogue with the WWF on sustainable issues and their impact on both the environment and the world's natural resources.

Bo Øksnebjerg, Secretary General in WWF Denmark, said:

"Our wildlife is drowning in plastic – and the problem is unfortunately growing considerably. We therefore need to act now. We need less plastic to end up in nature. That is why we consider it huge progress that Carlsberg is now launching solutions that significantly reduce the amount of plastic in its packaging. With these new solutions, Carlsberg has taken the first big steps on the journey towards a more clean and green future."

To celebrate the launch of the Snap Pack, Carlsberg unveiled its own unique version of Copenhagen's Little Mermaid statue made entirely from its new Snap Pack cans. Held together with glue just like the Snap Pack cans, the mermaid 'construction' embodies Carlsberg's intent to make beer that is not only great tasting but is also better for the environment.

Three metres high, the new installation features a rising tide of 137 kilograms of plastic – representative of the amount of plastic that Carlsberg will be eliminating every hour (that is 1,200 tonnes a year), thanks to Snap Pack.

For more information about this story, please contact: carlsberg@smartscommunicate.com or call 020 3026 6600 and ask for Kirsty Henderson or Mel Sharpe.

About Carlsberg Group: The Carlsberg Group is one of the leading brewery groups in the world, with a large portfolio of beer and other beverage brands. Its flagship brand – Carlsberg – is one of the best-known beer brands in the world, and the Baltika, Carlsberg and Tuborg brands are among the eight biggest brands in Europe. Around 41,000 people work for the Carlsberg Group and its products are sold in more than 150 markets. Find out more at www.carlsberggroup.com.

About sustainability in the Carlsberg Group: The Carlsberg Group's sustainability programme, Together Towards ZERO, is a response to global challenges such as climate change, water scarcity and public health issues. The programme is an integral part of the Group's SAIL'22 strategy and consists of four major ambitions and corresponding targets to be achieved by 2022 and 2030 respectively. The ambitions are: ZERO carbon footprint, ZERO water waste, ZERO irresponsible drinking and a ZERO accidents culture. The programme encapsulates how the Group is pursuing its purpose of brewing for a better today and tomorrow. It is based on a scientific approach and aligned with the UN Sustainable Development Goals.

Learn more about the Carlsberg Group's work with sustainability, and its new ambitions and targets: www.carlsberggroup.com/sustainability

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