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MEDIA RELEASE

**Enjoy Great taste. Wherever. Whenever.
with Carlsberg's Alcohol Free Beer range**

Carlsberg Alcohol Free Pilsner and Carlsberg Alcohol Free Wheat are ideal for a variety of drinking occasions, providing two great tasting brews for different taste preferences



SINGAPORE, 16 July 2020 – Carlsberg launches its new Alcohol Free Beer range, offering *Great taste. Wherever. Whenever.* to those seeking a refreshing beverage across different enjoyment moments in their different lifestyles. Carlsberg is also the first player in Singapore to launch two alcohol free variants under a single brand to cater to audiences with different taste preferences.

The new range boasts two flavours, the *Carlsberg Alcohol Free Pilsner* and the *Carlsberg Alcohol Free Wheat*, which contain not more than 0.5 per cent alcohol by volume (ABV).

“As more consumers across all legal age groups proactively become more health-conscious to maintain their wellbeing, seek premium, high quality products and entertain at home, they are increasingly looking for more beverage options that are in line with their lifestyles. This is where the Carlsberg Alcohol Free Beer range comes in, offering two great choices for consumers to enjoy, without compromising on taste,” said **Mr Olivier Dubost, General Manager of Carlsberg Singapore.** “As a company, we want to debunk the myth that alcohol free beer is a lesser alternative to regular beer. Alcohol free beer is a positive choice that can be proudly made based on one’s autonomy. Through our continuous commitment to research and development in alcohol free brews, we believe we have two great tasting brews on hand and we encourage everyone to try them for themselves, and share with friends and family,” he added.



Two great-tasting, refreshing alcohol free beers

Consumers can choose between two great options for their preferred beverage of choice, for probably the best taste and maximum enjoyment.



The *Carlsberg Alcohol Free Pilsner* is refreshing with a crisp hoppy bite, perfect for those who prefer a malty and hoppy pilsner or lager.

The aroma of the beer is dominated by pine, straws, hazelnut and sorrel, similar to the characteristic notes of a Carlsberg Danish Pilsner. It contains 66 calories per can.

For those who prefer a sweet, citrusy taste, the *Carlsberg Alcohol Free Wheat* is a fresh and fruity wheat beer with light taste and a light cloudy colour.

It has a complex aroma of citrus and clove, and is low in bitterness. It contains 102 calories per can, ideal for those seeking an alternative to a carbonated soft drink.



Enjoyment wherever, whenever

With its great taste, the duo of Carlsberg Alcohol Free Beer is excellent for all types of lifestyles and occasions. One can choose to have them during meals, to elevate your lunch experience, or post-workout, with its refreshing quality helping to quench one's thirst. The Carlsberg Alcohol Free Beers are also an exceptional selection for drinks with friends or during a dinner on a weekday, with work beckoning the next morning. For a longer night out, or all-nighter to remember, the new flavours enable a choice to keep going back to, for you to focus on the conversations that matter, with family and friends.

Carlsberg Alcohol Free Pilsner and Carlsberg Alcohol Free Wheat are available now in individual cans (330ml) and in 4-can packs at convenience stores, and major supermarkets and hypermarkets. They are also available online on your preferred e-commerce platform. More information on the stockists may be found in the appendix.

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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!

Instagram: www.instagram.com/carlsbergsg
Facebook: www.facebook.com/carlsbergsingapore
Hashtag: #carlsbergsg
Website: www.carlsberg.com.sg

Appendix - Retailer Information

<p>Supermarkets / Hypermarkets</p> <ul style="list-style-type: none"> • NTUC FairPrice • Cold Storage • Giant • Jasons • Marketplace • Sheng Siong 	<p>Convenience Stores / Petrol Marts</p> <ul style="list-style-type: none"> • 7-Eleven • Cheers / FairPrice Xpress • Shell • Caltex • Sinopec
<p>E-commerce Platforms</p> <ul style="list-style-type: none"> • Amazon Prime • RedMart • S-Mart • Shopee • Qoo10 • PandaNow 	