



ALL MALT. ALL PURE.

Only Carlsberg is made with 100% malt and contains unique aroma hop extracts. That is the reason Carlsberg tastes so smooth with its distinct fruity and flowery flavour.

Now you Know!



That calls for a **Carlsberg**[™]



PURE YEAST. PURE TASTE.

One of the main ingredients providing Carlsberg an extraordinary taste is the pure yeast - 'Saccharomyces Carlsbergensis' developed in the late 1800s by Dr. Hansen. It not only revolutionized the brewing process around the world but has also been the basis for many other brewing industries to this day.

Now you Know!



That calls for a **Carlsberg**[™]



SMELL THE AROMA

A great beer is smelled as much as tasted. After you've poured Carlsberg, swirl the glass gently, take a deep breath and take in the aroma of pure ingredients that is distinctly Carlsberg perfected over 160 years.

Now you Know!



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EXTRACT THE PROPER TASTE

When drinking Carlsberg, resist the temptation to swallow immediately. Instead, let your palate explore the rich liquid and your taste buds feel its body and experience its unique taste before you swallow.

Now you Know!



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KNOW YOUR IMMERSE IN HISTORY

Carlsberg, originally brewed by JC Jacobsen from Denmark and named after his son Carl, has been brewed since the last 160 years and is available in 150 countries worldwide.

Now you Know!



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