



## **CARLSBERG UK UNVEILS PREMIUM BRANDS, SHED HEAD AND BAD APPLE**

***New craft beer and cider brands to strengthen company's premium portfolio***

**21 April 2016:** Carlsberg UK is launching two new premium brands exclusively in the on-trade this spring. Craft beer, Shed Head and craft cider, Bad Apple, will be available on draught in bars and pubs from 2 May.

Shed Head is a 4.6% ABV American pale ale, dry hopped using Cascade and Citra hops, brewed in Falkenberg, Sweden and imported to the UK. The beer is balanced perfectly with bitterness and tropical fruit aromas, providing refreshment and delivering on flavour. Shed Head joins Carlsberg UK's popular Backyard Brewery range, alongside Lawn Mower and Bee 17, which have both been available in 330ml can format in the UK since 2014.

Bad Apple, an expertly blended 5.1% ABV cider, is the first craft cider in Carlsberg UK's portfolio. Produced in Herefordshire, it blends four distinctive cider fermentations to produce a tangy, fresh-pressed apple and blossom scent, alongside flavours of sweet, spicy apples, balanced with a crisp, dry mouthfeel and lingering oak taste.

Both Shed Head and Bad Apple will be supported with branded glassware and stand-out fonts which have been designed to communicate each brand's identity and premium proposition. Carlsberg UK will also be supporting the launches through advertising and sampling throughout the year.

David Scott, Marketing Director at Carlsberg UK commented: "Innovation and brand building are at the forefront of our approach this year, so we're thrilled to be growing our premium portfolio.

"As the craft beer revolution goes from strength-to-strength, we are delighted to introduce Shed Head, a new premium craft beer packed full of flavour that we know beer-drinkers will love. Pale ales are one of the fastest growing styles of beer, representing almost one in three craft beer sales<sup>1</sup>, so now is the perfect time to launch Shed Head to the on-trade, supported by an iconic and unique font which will achieve stand-out on any bar."



Commenting on the launch of Bad Apple, Scott continued: "Apple cider is worth £1.2bn to the on-trade and represents 73% of all cider<sup>2</sup>. It's a category that the UK has embraced in recent years, leading to a boom for cider sales. Many drinkers who were introduced to the category during this time will be looking for new and exciting craft cider brands as their palates have developed. We're confident Bad Apple will be a perfect fit for them as it delivers impactful, authentic flavour alongside true craftsmanship and quality."

**For more information about stocking Shed Head and Bad Apple, call Carlsberg UK on 0845 3710 199 or visit [www.carlsbergwedelivermore.co.uk](http://www.carlsbergwedelivermore.co.uk).**

**ENDS**

<sup>1</sup> CGA Brand Index data to 05/09/2015

<sup>2</sup> CGA Brand Index MAT to P08 2015

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**About Carlsberg UK**

Carlsberg UK brews and sells premium quality beer and cider brands including Carlsberg, Carlsberg Export, Grimbergen, Poretti, Tuborg and Somersby Cider, as well as having the UK brand license for San Miguel and Mahou. The brewer offers world and craft beers through its Crafted range, local and regional ales through its Tapster's Choice collection, and hundreds of wines and spirits through its Crown Cellars portfolio. Importantly, the company is engaged with society, which means it embraces its responsibilities and always strives to do the right thing. To find out more about the company, its brands and sustainability work, visit: [www.wearecarlsberg.co.uk](http://www.wearecarlsberg.co.uk) or follow the story on Twitter [@CarlsbergUKCorp](https://twitter.com/CarlsbergUKCorp).

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