



News Release
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CARLSBERG UK'S THREE LIONS ALE HITS THE BAR DURING UEFA EURO 2016™

Carlsberg UK has launched 'Three Lions Ale' for UEFA EURO 2016™, as the brewer continues its support for the nation's pubs and bars this summer.

The 4.1% ABV golden ale will be available for the duration of the tournament and is supported with a bespoke pump clip featuring the England team's official three lions emblem, behind a golden scroll reading 'The Three Lions'.

Liam Newton, Vice President Marketing for Carlsberg UK, said: "Three Lions Ale is one of the many ways we're helping pubs and bars to capitalise on the optimism and excitement of the nation in the build-up to and throughout the tournament. If publicans want a talking point on the bar then this is the ale for them."

Carlsberg is putting pubs at the heart of its Official Beer sponsorship of UEFA EURO 2016™ and the England team, and recently launched a new online film set in a pub, titled 'Substitute Pessimism for Optimism', which encourages England fans to get behind the national team.

You can view or embed the film 'Substitute Pessimism for Optimism' by visiting Carlsberg's YouTube page: <https://www.youtube.com/watch?v=degOrxaYvhI>

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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 or follow the story on Twitter @CarlsbergUKCorp.

Trade with us

To start stocking Carlsberg UK's portfolio of lagers, ciders, world and craft beers, Tapster's ales and Crown Cellars' wines and spirits, talk to us on 0845 3710 199 or visit www.carlsbergwedelivermore.co.uk