



## News Release

27 July 2016

# NEW CARLSBERG UK 'CRAFTED' PORTFOLIO CHAMPIONS BRITISH BEER & CRAFT CIDER

Carlsberg UK has launched its 2016/17 Crafted portfolio of world, craft and speciality beers, with an extended range, a new craft cider section, and a focus on British products.

The portfolio is complemented by the Crafted Handbook, an in-depth guide to current trends amongst producers and consumers, featuring unrivalled category insights alongside recommendations from industry influencers, including award-winning beer writer Pete Brown and The Thinking Drinkers, Ben McFarland and Tom Sandham. The handbook provides information on each brand, including tasting notes and range positioning tips.

This year, 14 new draught beers, 17 new packaged beers and an extended seasonal range, available only at certain times of the year, have been added. Responding to market trends, it also offers an up-weighted canned beer selection and a craft cider section for the first time – two sub-sectors which are fast gaining traction with consumers.

The range also includes recent new launches from Carlsberg UK: American pale ale **Shed Head** from the Backyard Brewery in Sweden; Herefordshire craft cider **Bad Apple**; and the premium **Grimbergen Blonde** from Belgium.

Paul Waller, director of third party brands at Carlsberg UK said: "This year we have a balanced range from the USA and Europe and greater emphasis on the UK, recognising the quality of innovation from home-grown brands and products.

"Importantly, we monitor trends and put new beers and ciders through a rigorous taste test before adding them to the portfolio.

"The handbook is an accessible, entertaining and educational tool, suitable for publicans who want to venture into craft beer for the first time, as much as it is for aficionados looking for inspiration on the latest innovations from the category."



New additions for 2016/17 includes a focus on British craft brews:

**Hiver, Hiver The Honey Beer** – a honey blonde beer with an ABV of 5.0% made using Challenger and UK Cascade hops. With an inviting honey and biscuit aroma, it has a clean malt character and a crisp, citrus finish.

**Chapel Down, Curious Brew** – a premium lager brewed by the UK's leading winemaker. Re-fermented with Champagne yeast, it has a distinctive, clean and refreshing taste.

**Rooster's Brewing Co, Fort Smith** – an American Pale Ale from the UK brewer with a reputation for creating ground-breaking, hop-forward pale ales that showcase exciting hops from the USA.

Also new to the portfolio are Belgian Wit beers including **Hitachino Nest White Ale** from the Hitachino brewery in Japan, and **Vedett White** from Duvel Moortgat in Belgium, alongside many international brands including **Little Creatures** from the Fremantle Brewery in Australia and **The Seventh Step** from the Žatecký Pivovar brewery in the Czech Republic.

Now in its third year, Crafted gives Carlsberg UK customers unrivalled access to craft and world beers. The portfolio is sourced from Carlsberg UK's third party partners and the Carlsberg Group global portfolio.

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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.

### **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](http://www.carlsbergwedelivermore.co.uk)

