



News Release
12 September 2016

CARLSBERG UK PARTNERS WITH BROOKLYN BREWERY ON EXCLUSIVE DISTRIBUTION OF CRAFT BEER PORTFOLIO

Carlsberg UK is partnering with Brooklyn Brewery to handle the exclusive distribution of the Brooklyn Brewery beer portfolio in the UK, following agreement to transfer distribution rights from James Clay effective 30 December 2016.

Brooklyn Brewery is an independent brewer whose mission is to brew flavourful beers that reflect and enrich the life, traditions and culture of creative communities worldwide. Its beer range stretches across a wide selection of quality, innovative and seasonal beers including Brooklyn Lager, Brooklyn Scorch IPA, Brooklyn Summer Ale, Brooklyn East IPA and Brooklyn Sorachi Ace, each imported from New York and overseen by iconic Brewmaster, Garrett Oliver.

The Brooklyn Brewery beer range will complement Carlsberg UK's existing premium beer and cider portfolio which includes craft cider Bad Apple, Danish style pilsner Carlsberg Export, Italian lager Poretti, Belgium ale Grimbergen, Spanish lagers Mahou and San Miguel, and Sweden's Backyard Brewery range including Shed Head, Bee 17 and Lawnmower.

In the Free Trade Carlsberg UK will manage the Brooklyn Brewery portfolio through its newly-launched brand and sales division, House of Beers. House of Beers is dedicated to world, craft and speciality beers and ciders, and provides specialist support to customers operating premium pubs, bars and restaurants in major cities across the UK, including central London.

House of Beers' team of brand ambassadors will drive the continued growth of the Brooklyn Brewery portfolio in the Free Trade through unique events, range advice and staff training.

Liam Newton, vice president of marketing for Carlsberg UK, adds: "Brooklyn Brewery is at the forefront of the craft beer revolution, brewing quality beers that drinkers seek out and enjoy. Brooklyn Lager has seen value growth of 54% over the past year in the UK*. The Brooklyn beer range will complement our existing portfolio of premium, craft and speciality beers and ciders and we will ensure it thrives well into the future, like it has in the past."



Eric Ottaway, chief executive officer of Brooklyn Brewery, commented: "This move is an extension of Brooklyn's relationship with Carlsberg throughout Europe, and we look forward to working creatively with Carlsberg UK on the continued development of the Brooklyn brand in the UK. We would like to thank everyone at James Clay for the great work they have done to build Brooklyn to this point in the UK. They have been great partners and brand builders for the last fifteen years."

James Clay, commented: "We hope Brooklyn Brewery's new partnership with Carlsberg builds on the foundations laid for the brand over the past fifteen years and would like to express how much we have enjoyed working alongside the talented and committed people at the brewery. After recently moving into a new facility in the North of England, the largest exclusively dedicated to craft and speciality beer in the UK, and acquiring the wholesale arm of London-based beer distributor Utobeer, this transfer allows us the resources to invest and support expansion from our existing and potential new brewery partners from across the world. As an independent, family owned business, we are absolutely committed to investing in the longevity and growth of craft and speciality beers in the UK."

The agreement between Brooklyn Brewery and Carlsberg UK follows an 11 year relationship between Brooklyn Brewery and the wider Carlsberg Group, which sells Brooklyn products in over a dozen markets including Denmark and Sweden. The brewers have also cooperated to open two microbreweries; the New Carnegie Brewery in Stockholm, Sweden, which opened in 2015 and E.C. Dahls Brewery in Trondheim, Norway, which opened in August this year.

* Source: Total trade, CGA+ Nielsen MAT to July 2016.

Ends

Notes to editors:

For media enquiries please contact:

Andrew Roache Carlsberg UK T: 07583 273152 E: andrew.roache@carlsberg.co.uk

About Brooklyn Brewery

Founded in 1988, The Brooklyn Brewery is one of the foremost craft breweries in the world, currently ranking #12 in volume among United States craft breweries. While developing both delicious traditional styles and boundary-defying creations alike, Brooklyn Brewery produces award winning beers that are available in 27 states and more than 30 countries. The Brooklyn Brewery is located in the Williamsburg section of Brooklyn and has been a proud supporter of the arts, music and community efforts since its inception www.brooklynbrewery.com.



About James Clay

Founded in 1980, James Clay is a leading importer and distributor of specialist and craft beer in the UK. The internationally acclaimed business is within its fourth decade of trading and remains family owned. James Clay has built a reputation not only as a leading distributor, but also as a noted importer and brand manager, having UK responsibility for prominent international breweries.

www.jamesclay.co.uk

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.

Keep informed of the latest Carlsberg UK news at www.wearecarlsberg.co.uk where you will find news releases, blogs and images or follow the story on Twitter [@CarlsbergUKCorp](https://twitter.com/CarlsbergUKCorp).