



News Release

CARLSBERG KICKS OFF UEFA EURO 2016™ CAMPAIGN WITH STRIKING PACKAGING DESIGNS

08 March 2016: Carlsberg, the Official Beer of UEFA EURO 2016™ and the England team, has created striking limited edition packaging for its Carlsberg and Carlsberg Export beers in the Grocery and Impulse channels.

The packs feature official UEFA EURO 2016™ branding to create on-shelf stand-out and reinforce the brand's status as Official Beer of the tournament.

Carlsberg packs feature a vibrant mix of the brand's classic green with eye catching shards of the tournament's official colour scheme of red, blue and white. Images of stadiums, supporters and footballs also feature, alongside the word "Probably", serving as a link to the brand's iconic "If Carlsberg Did..." campaign.

Carlsberg Export features a premium gold and silver design, showcasing a football boot crafted with studs replaced by iconic French landmarks, including the Eiffel Tower and Arc de Triomphe.

Carlsberg is also creating thousands of UEFA EURO 2016™ branded retail display units, POS kits including fixture lists, and field sales support teams making retailer visits from March to July, providing retailers with unrivalled access to the tournament's and England team's creative assets.

An on-pack offer will also be exclusively available to the Impulse channel. The promotion invites shoppers to enter a Carlsberg's Man of the Match competition for a chance to win an all-expenses paid trip to Paris and the opportunity to present the Carlsberg 'Man of the Match' trophy at an England group game.

The limited edition packs form part of an integrated communications campaign headlined *If Carlsberg did Substitutions*, encompassing trade activation, broadcast activity, stunts and consumer giveaways to enable retailers to unlock the tournament's potential.

If Carlsberg did Substitutions has been designed to generate excitement across the off-trade through consumer competitions and stunts, which will be revealed in the coming months. The campaign has been carefully planned and will execute in stages to maximise consumer engagement with the brand in the run up to and throughout UEFA EURO 2016™.

The integrated campaign will be supported by significant investment in a four-week outdoor promotion with 1,500 panels across the UK, reaching 72% of all UK adults. The panels' messages will encourage fans to put their rivalries aside and substitute support for their club with support for their country. In addition, TV idents will be shown during matches broadcast on ITV including the tournament's semi-finals and final while perimeter LED advertising boards will highlight the brand at every match.

Carlsberg will also be engaging fans around the world through its digital and social media channels – presenting supporters with the chance to vote for their official Carlsberg Man of the Match for each of the tournament's 51 games. The new voting mechanic will tap into real-time fan conversations, giving them a greater say in who wins each coveted award.

David Scott, Marketing Director at Carlsberg UK, commented: "Major tournaments provide a huge opportunity for retailers. Many people plan ahead to watch the matches at home, often making it a social occasion with friends, so they're going to stock up with food and drink for the matches.

"As Official Beer of UEFA EURO 2016™, we have a unique opportunity to utilise the tournament's official branding on our limited edition packaging which will really stand out on-shelf, making Carlsberg the obvious choice for anyone looking for a beer to drink while watching the matches at home.

"This year is particularly important for the off-trade as the home nations England, Wales and Northern Ireland have all qualified, so there are more matches for retailers to capitalise on the opportunity."

The tournament, which takes place from 10th June to 10th July, will see 51 matches played with each expected to attract an estimated 150 million live spectators.

ENDS

Notes to editors:

* CGA Managed EPOS July 2010

** England vs Uruguay 19.6.14 CGA Strategy Brand Index – Lager ROS World Cup 2014 vs. Days of the Week

***Based on research with 1,800 consumers on behalf of Carlsberg UK by HPI

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About Carlsberg UK

Carlsberg UK is aiming to be the best beer and beverage business through household name beer and cider brands including Carlsberg, Carlsberg Export, Poretti, Grimbergen, Tuborg and Somersby Cider, as well as having the UK brand license for San Miguel and Mahou. It 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](https://twitter.com/CarlsbergUKCorp).